

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

QD1. NATION	1
Base : All respondents	
QD1/ QD2. NATION/ REGION	5
Base : All respondents	
QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP	13
Base : All respondents	
AGE GROUP AND GENDER OF CHILD	20
Base : All respondents	
GENDER OF CHILD	24
Base : All respondents	
C1A/B/C. CHILD'S SCHOOL YEAR	28
Base : All respondents	
Q1. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)	32
Base : All respondents	
Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST WEEKLY	36
Base : All respondents	
Q3AA-Q3AM. SUMMARY OF VOD SERVICES USED AT LEAST MONTHLY	44
Base : All respondents	
Q4. Which of these does your child use when they watch films or showing using these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)	52
Base : Those whose child watches any of the TV and online services at least monthly	
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Base : All respondents	
Q5AA-Q5AE. SUMMARY OF TV CHANNELS USED AT LEAST MONTHLY	60
Base : All respondents	
Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST WEEKLY	64
Base : All respondents	
Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST MONTHLY	68
Base : All respondents	
Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST WEEKLY	72
Base : All respondents	
Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST MONTHLY	76
Base : All respondents	
Q8. Which of these does your child use to listen to these radio stations? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)	80
Base : Those whose child listens to any of the radio stations at least monthly	
Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST WEEKLY	84
Base : All respondents	
Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST MONTHLY	88
Base : All respondents	
Q10. How often does your child watch Newsround on CBBC or on the BBC iPlayer? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	92
Base : All respondents	

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Q11. You said you use the Newsround website AND watch the Newsround TV programme on CBBC or BBC iPlayer... Is one of these better in your opinion? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	104
Base : Those aged 8-16 who ever use the Newsround site and who watch Newsround on CBBC or on the BBC iPlayer	
Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST WEEKLY	108
Base : All respondents	
Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST MONTHLY	116
Base : All respondents	
BBC SERVICES USED WEEKLY	124
Base : All respondents	
Q3/ Q5/ Q6. SUMMARY OF SERVICES WATCHED AT LEAST WEEKLY - OPTIONS AVAILABLE TO CHOOSE FROM AT Q13 FOR WHERE PREFER TO GO FIRST TO WATCH SOMETHING	128
Base : All respondents	
Q13. Which one of these would your child prefer to go to first to watch something? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	144
Base : All respondents	
Q14. Thinking about the things you have watched on YouTube in the past week or so... What did you enjoy watching? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)	152
Base : Those aged 8-16 who use YouTube at least weekly	
Q15. Are you aware of watching any programmes on YouTube that were originally shown on the BBC? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	160
Base : Those aged 8-16 who use YouTube at least weekly	
Q16. Are you aware of watching any programmes on Netflix that were originally shown on the BBC? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	164
Base : Those aged 8-16 who use Netflix at least weekly	
Q17A. Please give a star rating to show how much you think they like Netflix. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	168
Base : Those whose child watches Netflix at least weekly	
Q17B. Please give a star rating to show how much you think they like BBC TV channels or BBC iPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	172
Base : Those whose child watches any BBC TV channels (including CBBC or CBeebies) or BBC iPlayer at least weekly	
Q17C. Please give a star rating to show how much you think they like ITV/ STV/ UTV channels or ITV Hub/ STV Player. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	176
Base : Those whose child watches any ITV/ STV/ UTV channels (including CITV) or ITV Hub/ STV Player at least weekly	
Q17D. Please give a star rating to show how much you think they like Channel 4 channels or All4. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	180
Base : Those whose child watches any Channel 4 channels or All4 at least weekly	
Q17E. Please give a star rating to show how much you think they like Channel 5 channels or My5. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	184
Base : Those whose child watches any Channel 5 channels (including Milkshake) or My5 at least weekly	
Q17F. Please give a star rating to show how much you think they like Sky TV channels or Sky Go. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	188
Base : Those whose child watches any Sky TV channels or NOW TV or Sky On demand or Sky Go or Sky Kids at least weekly	
Q17G. Please give a star rating to show how much you think they like Amazon Prime Video. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	192
Base : Those whose child watches Amazon Prime Video at least weekly	
Q17H. Please give a star rating to show how much you think they like YouTube (including YouTube Kids). (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	196
Base : Those whose child watches YouTube (including YouTube Kids) at least weekly	
Q17I. Please give a star rating to show how much you think they like Disney+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	200
Base : Those whose child watches Disney+ at least weekly	
Q17J. Please give a star rating to show how much you think they like Britbox. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	204
Base : Those whose child watches Britbox at least weekly	
Q17K. Please give a star rating to show how much you think they like Apple TV+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	208
Base : Those whose child watches Apple TV+ at least weekly	

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Q17L. Please give a star rating to show how much you think they like Cartoon Network. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	212
Base : Those whose child watches Cartoon Network at least weekly	
Q17M. Please give a star rating to show how much you think they like Nickelodeon/ Nick Jr. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	216
Base : Those whose child watches Nickelodeon/ Nick Jr at least weekly	
Q17N. Please give a star rating to show how much you think they like POP/ Tiny Pop. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	220
Base : Those whose child watches POP/ Tiny Pop at least weekly	
Q18A. Please give a star rating to show how much you think they like BBC Radio stations. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	224
Base : Those whose child listens to BBC Radio stations at least weekly	
Q18B. Please give a star rating to show how much you think they like Any Absolute Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	228
Base : Those whose child listens to Any Absolute Radio at least weekly	
Q18C. Please give a star rating to show how much you think they like Any Capital Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	232
Base : Those whose child listens to Any Capital radio at least weekly	
Q18D. Please give a star rating to show how much you think they like Any Heart Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	236
Base : Those whose child listens to Any Heart radio at least weekly	
Q18E. Please give a star rating to show how much you think they like Any Smooth Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	240
Base : Those whose child listens to Any Smooth Radio at least weekly	
Q18F. Please give a star rating to show how much you think they like Any Kiss Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	244
Base : Those whose child listens to Any Kiss radio at least weekly	
Q18G. Please give a star rating to show how much you think they like Any Magic Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	248
Base : Those whose child listens to Any Magic radio at least weekly	
Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	252
Base : Those whose child listens to BBC Sounds at least weekly	
Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	256
Base : Those whose child listens to Apple Music or Apple Podcasts at least weekly	
Q19C. Please give a star rating to show how much you think they like Google Play Music or Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	260
Base : Those whose child listens to Google Play Music or Google Podcasts at least weekly	
Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	264
Base : Those whose child listens to Global Player at least weekly	
Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	268
Base : Those whose child listens to RadioPlayer at least weekly	
Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	272
Base : Those whose child listens to Spotify at least weekly	
Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	276
Base : Those whose child listens to Deezer at least weekly	
Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	280
Base : Those whose child listens to Amazon Music at least weekly	
Q19I. Please give a star rating to show how much you think they like Tidal. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	284
Base : Those whose child listens to Tidal at least weekly	
Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	288
Base : Those whose child listens to YouTube Music at least weekly	

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Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	292
Base : Those whose child listens to SoundCloud at least weekly	
Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	296
Base : Those whose child uses the BBC News site/ app at least weekly	
Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	300
Base : Those whose child uses the BBC Sport site/ app at least weekly	
Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	304
Base : Those whose child uses the BBC Bitesize site/ app at least weekly	
Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	308
Base : Those whose child uses the BBC Newsround site at least weekly	
Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	312
Base : Those whose child uses the CBeebies site/ app at least weekly	
Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	316
Base : Those whose child uses the CBBC site at least weekly	
Q20G. Please give a star rating to show how much you think they like the BBC Own It site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	320
Base : Those whose child uses the BBC Own It site/ app at least weekly	
Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	324
Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website	
Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	328
Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website	
SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY	332
Base : All 8-16 year olds	
Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)	336
Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website	
Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	344
Base : All parents of children aged 4-7 and all children aged 8-16	
Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	348
Base : All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework	
Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	352
Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework	
Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	356
Base : Those whose child watches CBeebies at least weekly	
Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	360
Base : Those whose child watches CBeebies at least weekly	
Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	364
Base : Those whose child watches CBeebies at least weekly	
Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	368
Base : Those whose child watches CBeebies at least weekly	

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Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	372
Base : Those whose child watches CBeebies at least weekly	
Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	376
Base : Those whose child watches CBBC at least weekly	
Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	380
Base : Those whose child watches CBBC at least weekly	
Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	384
Base : Those whose child watches CBBC at least weekly	
Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	388
Base : Those whose child watches CBBC at least weekly	
Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	392
Base : Those whose child watches CBBC at least weekly	
Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	396
Base : All respondents	
Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	400
Base : All parents of children aged 3-7	
Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)	404
Base : All respondents	
Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	416
Base : All 8-16 year olds	
Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	420
Base : All 8-16 year olds	
Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	424
Base : All 8-16 year olds	
Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)	428
Base : All 8-16 year olds	
Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	432
Base : All parents of children aged 3-7	
Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	436
Base : All parents of children aged 3-7	
Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	440
Base : All parents of children aged 3-7	
Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	444
Base : All parents of children aged 3-7	
Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	448
Base : All respondents	
Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	452
Base : All respondents	

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Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	456
Base : All respondents	
Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	460
Base : All respondents	
Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	464
Base : All respondents	
Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	468
Base : All parents of children aged 3-7	
Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)	472
Base : All respondents	
Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)	481
Base : All respondents	
Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)	490
Base : All respondents	
Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)	497
Base : All parents of 8-16 year olds	

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Table 1

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

QD1. NATION

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
England	3699	1324	1045	1330	1849	1850	661	663	523	522	665	665	349	1860	1470
	82%	82%	81%	83%	82%	82%	82%	83%	81%	81%	83%	83%	77%	82% a	84% a
Wales	223	78	67	77	108	115	38	41	33	35	37	39	24	111	85
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Scotland	401	143	119	139	204	197	74	70	60	59	70	68	58	203	137
	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	13% bc	9%	8%
Northern Ireland	178	61	55	62	90	88	31	30	28	27	31	31	22	89	65
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	4%	4%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 1

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

QD1. NATION

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
England	3699	3699	-	-	-	1054	991	753	890	2049	611	1600	165	2572	1126
	82%	100%	-%	-%	-%	85%	81%	81%	82%	85%	84%	85%	89%	84%	78%
		bcd				bc				f	f	f	f	f	
Wales	223	-	-	223	-	49	62	50	59	105	30	84	5	140	83
	5%	-%	-%	100%	-%	4%	5%	5%	5%	4%	4%	4%	3%	5%	6%
				abd											
Scotland	401	-	401	-	-	96	115	93	94	180	57	149	11	243	158
	9%	-%	100%	-%	-%	8%	9%	10%	9%	7%	8%	8%	6%	8%	11%
			acd												abce
Northern Ireland	178	-	-	-	178	48	51	35	44	73	31	61	4	104	74
	4%	-%	-%	-%	100%	4%	4%	4%	4%	3%	4%	3%	2%	3%	5%
					abc										ace

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 1

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

QD1. NATION

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
England	3699	961	714	1324	2375	321	1064	1086	2613	1841	1468	2089	1284	326
	82%	85%	86%	85%	81%	84%	85%	85%	81%	85%	79%	85%	80%	76%
		d	d	d			d	d		b		bc		
Wales	223	54	36	71	151	14	39	40	183	93	98	110	88	25
	5%	5%	4%	5%	5%	4%	3%	3%	6%	4%	5%	4%	5%	6%
									bc					
Scotland	401	78	62	113	287	38	118	121	280	166	189	189	157	55
	9%	7%	7%	7%	10%	10%	9%	9%	9%	8%	10%	8%	10%	13%
					ac						a		a	a
Northern Ireland	178	37	22	46	132	9	30	31	147	68	93	80	78	20
	4%	3%	3%	3%	4%	2%	2%	2%	5%	3%	5%	3%	5%	5%
					bc				bc		a		a	

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

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

QD1. NATION

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
England	3699	1766	1277	656	3113	567	838	2684
	82%	85%	79%	83%	81%	92%	84%	82%
		b		b		a		
Wales	223	88	92	43	209	12	43	169
	5%	4%	6%	5%	5%	2%	4%	5%
					b			
Scotland	401	164	173	63	365	33	84	299
	9%	8%	11%	8%	9%	5%	8%	9%
			ac		b			
Northern Ireland	178	67	79	32	171	6	37	134
	4%	3%	5%	4%	4%	1%	4%	4%
			a		b			

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 2

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

QD1/ QD2. NATION/ REGION

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
North East	165 4%	50 3%	46 4%	69 4%	79 4%	86 4%	23 3%	27 3%	26 4%	20 3%	30 4%	40 5%	15 3%	76 3%	72 4%
Yorkshire and Humberside	361 8%	146 9%	101 8%	113 7%	191 9%	169 8%	80 10%	67 8%	56 9%	46 7%	56 7%	57 7%	39 9%	187 8%	133 8%
North West	481 11%	161 10%	104 8%	216 13% ab	257 11%	223 10%	85 11% d	77 10%	60 9%	43 7%	112 14% bcd	104 13% cd	51 11%	197 9%	228 13% b
West Midlands	401 9%	155 10%	103 8%	142 9%	212 9%	189 8%	89 11% c	67 8%	49 8%	54 8%	74 9%	68 8%	36 8%	203 9%	160 9%
East Midlands	312 7%	123 8%	82 6%	107 7%	155 7%	156 7%	65 8%	58 7%	36 6%	46 7%	55 7%	52 6%	30 7%	168 7%	113 6%
East of England	414 9%	141 9%	141 11% c	132 8%	189 8%	225 10%	60 7%	82 10%	60 9%	81 13% aef	70 9%	62 8%	28 6%	230 10% a	154 9%
South West	343 8%	111 7%	109 9%	123 8%	170 8%	172 8%	54 7%	56 7%	53 8%	56 9%	63 8%	60 7%	29 6%	177 8%	137 8%
South East	610 14%	230 14%	159 12%	221 14%	275 12%	334 15% a	95 12%	135 17% ac	75 12%	83 13%	105 13%	116 14%	73 16%	289 13%	244 14%
London	614 14%	207 13%	200 16%	207 13%	320 14%	295 13%	111 14%	96 12%	108 17% be	92 14%	101 13%	107 13%	48 11%	332 15% a	228 13%
SUMMARY															
England	3699 82%	1324 82%	1045 81%	1330 83%	1849 82%	1850 82%	661 82%	663 83%	523 81%	522 81%	665 83%	665 83%	349 77%	1860 82% a	1470 84% a
Wales	223 5%	78 5%	67 5%	77 5%	108 5%	115 5%	38 5%	41 5%	33 5%	35 5%	37 5%	39 5%	24 5%	111 5%	85 5%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 2

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

QD1/ QD2. NATION/ REGION

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Scotland	401	143	119	139	204	197	74	70	60	59	70	68	58	203	137
	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	13% bc	9%	8%
Northern Ireland	178	61	55	62	90	88	31	30	28	27	31	31	22	89	65
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	4%	4%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 2

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

QD1/ QD2. NATION/ REGION

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
North East	165	165	-	-	-	42	44	25	53	79	19	55	5	103	62
	4%	4%	-%	-%	-%	3%	4%	3%	5%	3%	3%	3%	3%	3%	4%
		bcd							c						c
Yorkshire and Humberside	361	361	-	-	-	91	103	67	100	212	52	143	13	256	105
	8%	10%	-%	-%	-%	7%	8%	7%	9%	9%	7%	8%	7%	8%	7%
		bcd													
North West	481	481	-	-	-	119	138	96	125	253	81	207	15	327	154
	11%	13%	-%	-%	-%	10%	11%	10%	12%	11%	11%	11%	8%	11%	11%
		bcd													
West Midlands	401	401	-	-	-	80	113	97	111	220	48	162	11	260	141
	9%	11%	-%	-%	-%	6%	9%	10%	10%	9%	7%	9%	6%	8%	10%
		bcd					a	a	a	b					b
East Midlands	312	312	-	-	-	69	94	62	86	177	49	142	10	227	84
	7%	8%	-%	-%	-%	6%	8%	7%	8%	7%	7%	8%	5%	7%	6%
		bcd					a		a						
East of England	414	414	-	-	-	106	119	77	111	212	66	168	7	280	134
	9%	11%	-%	-%	-%	9%	10%	8%	10%	9%	9%	9%	4%	9%	9%
		bcd								d	d	d		d	d
South West	343	343	-	-	-	74	110	77	82	178	74	110	12	220	123
	8%	9%	-%	-%	-%	6%	9%	8%	8%	7%	10%	6%	6%	7%	9%
		bcd					a				ace				c
South East	610	610	-	-	-	178	147	145	136	335	88	225	11	418	192
	14%	16%	-%	-%	-%	14%	12%	16%	12%	14%	12%	12%	6%	14%	13%
		bcd					b			d	d	d		d	d
London	614	614	-	-	-	296	123	108	86	383	132	387	82	482	132
	14%	17%	-%	-%	-%	24%	10%	12%	8%	16%	18%	20%	44%	16%	9%
		bcd				bcd		d		f	f	aef	abcef	f	
SUMMARY															
England	3699	3699	-	-	-	1054	991	753	890	2049	611	1600	165	2572	1126
	82%	100%	-%	-%	-%	85%	81%	81%	82%	85%	84%	85%	89%	84%	78%
		bcd				bc				f	f	f	f	f	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 2

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

QD1/ QD2. NATION/ REGION

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Wales	223	-	-	223	-	49	62	50	59	105	30	84	5	140	83
	5%	-%	-%	100% abd	-%	4%	5%	5%	5%	4%	4%	4%	3%	5%	6%
Scotland	401	-	401	-	-	96	115	93	94	180	57	149	11	243	158
	9%	-%	100% acd	-%	-%	8%	9%	10%	9%	7%	8%	8%	6%	8%	11% abce
Northern Ireland	178	-	-	-	178	48	51	35	44	73	31	61	4	104	74
	4%	-%	-%	-%	100% abc	4%	4%	4%	4%	3%	4%	3%	2%	3%	5% ace

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 2

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

QD1/ QD2. NATION/ REGION

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
North East	165 4%	30 3%	23 3%	44 3%	120 4%	13 3%	39 3%	40 3%	124 4%	83 4%	59 3%	82 3%	68 4%	15 3%
Yorkshire and Humberside	361 8%	102 9%	71 9%	141 9%	219 7%	13 3%	90 7% a	92 7% a	269 8% a	146 7%	164 9% a	192 8%	134 8%	34 8%
North West	481 11%	119 11%	74 9%	149 10%	332 11%	49 13% b	112 9%	120 9%	361 11% b	227 10%	201 11%	262 11%	163 10%	55 13%
West Midlands	401 9%	104 9%	66 8%	140 9%	260 9%	24 6%	114 9%	116 9%	285 9%	210 10%	150 8%	194 8%	161 10% a	45 11%
East Midlands	312 7%	86 8%	69 8%	118 8%	194 7%	26 7%	84 7%	86 7%	226 7%	142 7%	134 7%	180 7%	108 7%	23 5%
East of England	414 9%	92 8%	59 7%	126 8%	288 10% b	23 6%	83 7%	84 7%	330 10% abc	218 10%	165 9%	229 9%	155 10%	30 7%
South West	343 8%	85 8%	57 7%	113 7%	230 8%	16 4%	67 5%	68 5%	275 9% abc	157 7%	156 8%	195 8% c	128 8% c	21 5%
South East	610 14%	151 13%	105 13%	211 14%	399 14%	41 11%	122 10%	126 10%	484 15% abc	273 13%	264 14%	342 14%	216 13%	52 12%
London	614 14%	192 17% d	189 23% acd	282 18% d	333 11%	116 30% d	354 28% d	355 28% d	259 8%	386 18% b	175 9%	413 17% bc	150 9%	52 12%
SUMMARY														
England	3699 82%	961 85% d	714 86% d	1324 85% d	2375 81%	321 84%	1064 85% d	1086 85% d	2613 81%	1841 85% b	1468 79%	2089 85% bc	1284 80%	326 76%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 2

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

QD1/ QD2. NATION/ REGION

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Wales	223	54	36	71	151	14	39	40	183	93	98	110	88	25
	5%	5%	4%	5%	5%	4%	3%	3%	6% bc	4%	5%	4%	5%	6%
Scotland	401	78	62	113	287	38	118	121	280	166	189	189	157	55
	9%	7%	7%	7%	10% ac	10%	9%	9%	9%	8%	10% a	8%	10% a	13% a
Northern Ireland	178	37	22	46	132	9	30	31	147	68	93	80	78	20
	4%	3%	3%	3%	4% bc	2%	2%	2%	5% bc	3%	5% a	3%	5% a	5%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 2

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

QD1/ QD2. NATION/ REGION

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
North East	165	68	64	33	158	7	36	125
	4%	3%	4%	4%	4%	1%	4%	4%
Yorkshire and Humberside	361	161	134	66	308	49	81	260
	8%	8%	8%	8%	8%	8%	8%	8%
North West	481	208	182	91	422	58	126	329
	11%	10%	11%	11%	11%	9%	13%	10%
West Midlands	401	181	156	63	333	66	84	295
	9%	9%	10%	8%	9%	11%	8%	9%
East Midlands	312	131	107	74	276	35	69	228
	7%	6%	7%	9%	7%	6%	7%	7%
East of England	414	200	136	77	375	39	84	312
	9%	10%	8%	10%	10%	6%	8%	10%
South West	343	151	120	72	319	24	105	228
	8%	7%	7%	9%	8%	4%	10%	7%
South East	610	272	226	112	541	68	139	448
	14%	13%	14%	14%	14%	11%	14%	14%
London	614	395	150	69	381	221	113	458
	14%	19%	9%	9%	10%	36%	11%	14%
		bc				a		a
SUMMARY								
England	3699	1766	1277	656	3113	567	838	2684
	82%	85%	79%	83%	81%	92%	84%	82%
		b		b		a		

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 2

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

QD1/ QD2. NATION/ REGION

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Wales	223	88	92	43	209	12	43	169
	5%	4%	6%	5%	5%	2%	4%	5%
					b			
Scotland	401	164	173	63	365	33	84	299
	9%	8%	11%	8%	9%	5%	8%	9%
			ac		b			
Northern Ireland	178	67	79	32	171	6	37	134
	4%	3%	5%	4%	4%	1%	4%	4%
			a		b			

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 3

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

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
A	313	78	99	137	188	125	42	36	60	39	87	50	21	139	153
	7%	5%	8%	8%	8%	6%	5%	4%	9%	6%	11%	6%	5%	6%	9%
			a	a	b				abdf		abdf				ab
B	934	346	260	328	458	476	175	171	133	127	150	178	91	487	351
	21%	22%	20%	20%	20%	21%	22%	21%	21%	20%	19%	22%	20%	22%	20%
C1	1220	453	348	419	631	588	218	235	196	152	218	201	136	613	464
	27%	28%	27%	26%	28%	26%	27%	29%	30%	24%	27%	25%	30%	27%	26%
								d	df						
C2	931	343	257	331	445	486	171	172	112	145	162	169	105	456	365
	21%	21%	20%	21%	20%	22%	21%	21%	17%	23%	20%	21%	23%	20%	21%
										c					
D	613	207	188	217	307	306	108	99	94	95	105	112	51	319	237
	14%	13%	15%	14%	14%	14%	13%	12%	15%	15%	13%	14%	11%	14%	13%
E	474	172	128	173	210	264	84	88	46	82	80	93	45	241	185
	11%	11%	10%	11%	9%	12%	10%	11%	7%	13%	10%	12%	10%	11%	11%
						a	c	c		c		c			
Don't know	15	8	5	2	11	4	6	2	3	2	2	*	5	8	2
	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%
													c		
SUMMARY															
AB	1247	424	359	465	646	601	217	207	192	167	237	228	112	626	504
	28%	26%	28%	29%	29%	27%	27%	26%	30%	26%	29%	28%	25%	28%	29%
DE	1087	379	317	391	517	570	192	188	140	177	185	206	95	560	422
	24%	24%	25%	24%	23%	25%	24%	23%	22%	28%	23%	26%	21%	25%	24%
										c					
ABC1	2467	876	707	884	1278	1189	435	441	388	319	455	429	248	1239	969
	55%	55%	55%	55%	57%	53%	54%	55%	60%	50%	57%	53%	55%	55%	55%
					b				abdf		d				
C2DE	2018	723	574	722	962	1056	363	360	251	322	347	374	200	1016	786
	45%	45%	45%	45%	43%	47%	45%	45%	39%	50%	43%	47%	44%	45%	45%
					a		c	c		ce		c			

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 3

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

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
A	313	276	19	12	7	313	-	-	-	211	117	239	60	271	42
	7%	7%	5%	5%	4%	25%	-%	-%	-%	9%	16%	13%	32%	9%	3%
		bd				bcd				f	acef	aef	abcef	f	
B	934	779	77	37	41	934	-	-	-	563	190	461	43	716	218
	21%	21%	19%	17%	23%	75%	-%	-%	-%	23%	26%	24%	23%	23%	15%
		c			c	bcd				f	f	f	f	f	
C1	1220	991	115	62	51	-	1220	-	-	643	191	462	36	827	393
	27%	27%	29%	28%	29%	-%	100%	-%	-%	27%	26%	24%	19%	27%	27%
							acd							d	d
C2	931	753	93	50	35	-	-	931	-	471	136	376	26	602	329
	21%	20%	23%	23%	20%	-%	-%	100%	-%	20%	19%	20%	14%	20%	23%
								abd							abde
D	613	502	55	33	23	-	-	-	613	298	59	223	16	372	241
	14%	14%	14%	15%	13%	-%	-%	-%	56%	12%	8%	12%	9%	12%	17%
									abc	b		b		b	abcde
E	474	389	39	26	21	-	-	-	474	214	36	126	4	262	212
	11%	11%	10%	12%	12%	-%	-%	-%	44%	9%	5%	7%	2%	9%	15%
									abc	bcd		d		bcd	abcde
Don't know	15	11	2	2	-	-	-	-	-	7	*	7	*	9	6
	*%	*%	1%	1%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%
SUMMARY															
AB	1247	1054	96	49	48	1247	-	-	-	774	307	700	103	987	261
	28%	29%	24%	22%	27%	100%	-%	-%	-%	32%	42%	37%	56%	32%	18%
		bc				bcd				f	acef	aef	abcef	f	
DE	1087	890	94	59	44	-	-	-	1087	512	95	349	20	635	452
	24%	24%	23%	27%	25%	-%	-%	-%	100%	21%	13%	18%	11%	21%	31%
									abc	bcd		bd		bd	abcde
ABC1	2467	2045	211	111	99	1247	1220	-	-	1417	498	1161	139	1814	653
	55%	55%	53%	50%	56%	100%	100%	-%	-%	59%	68%	61%	75%	59%	45%
		c				cd	cd			f	acef	f	acef	f	

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

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

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514	
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273	
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440	
C2DE	2018	1643	187	109	79	-	-	931	1087	984	231	725	46	1237	781	
	45%	44%	47%	49%	44%	-%	-%	100%	100%	41%	32%	38%	25%	40%	54%	
				a				ab	ab	bd		bd		bd	abcde	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 3

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

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
A	313	91	98	142	172	86	208	211	102	231	64	246	55	13
	7%	8%	12%	9%	6%	22%	17%	17%	3%	11%	3%	10%	3%	3%
		d	ad	d		bcd	d	d		b		bc		
B	934	264	196	356	578	87	298	308	626	521	331	592	279	63
	21%	23%	24%	23%	20%	23%	24%	24%	19%	24%	18%	24%	17%	15%
		d	d	d			d	d		b		bc		
C1	1220	288	228	408	811	80	273	278	941	570	508	661	460	98
	27%	25%	27%	26%	28%	21%	22%	22%	29%	26%	28%	27%	29%	23%
									abc				c	
C2	931	226	145	297	634	63	240	242	689	452	377	483	347	101
	21%	20%	17%	19%	22%	17%	19%	19%	21%	21%	20%	20%	22%	24%
					b				a					
D	613	149	86	197	416	43	142	144	469	240	299	286	255	71
	14%	13%	10%	13%	14%	11%	11%	11%	15%	11%	16%	12%	16%	17%
					b				bc		a		a	a
E	474	105	81	148	326	22	83	87	387	150	263	190	205	79
	11%	9%	10%	10%	11%	6%	7%	7%	12%	7%	14%	8%	13%	19%
									abc		a		a	ab
Don't know	15	6	*	6	8	1	6	6	9	5	5	10	4	1
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY														
AB	1247	355	294	498	750	173	507	520	728	753	395	838	334	76
	28%	31%	35%	32%	25%	45%	41%	41%	23%	35%	21%	34%	21%	18%
		d	d	d		d	d	d		b		bc		
DE	1087	254	167	345	742	65	225	231	856	390	562	476	461	150
	24%	23%	20%	22%	25%	17%	18%	18%	27%	18%	30%	19%	29%	35%
					bc				abc		a		a	ab
ABC1	2467	643	522	906	1561	253	780	798	1669	1322	903	1499	794	174
	55%	57%	63%	58%	53%	66%	62%	62%	52%	61%	49%	61%	49%	41%
		d	ad	d		d	d	d		b		bc	c	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 3

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

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
C2DE	2018	480	312	642	1376	128	465	474	1545	841	939	959	808	251
	45%	43%	37%	41%	47%	34%	37%	37%	48%	39%	51%	39%	50%	59%
		b			abc				abc		a		a	ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 3

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

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
A	313	234	52	27	250	62	74	209
	7%	11%	3%	3%	6%	10%	7%	6%
		bc				a		
B	934	533	271	130	779	152	169	733
	21%	26%	17%	16%	20%	25%	17%	22%
		bc				a		a
C1	1220	542	440	237	1034	181	237	944
	27%	26%	27%	30%	27%	29%	24%	29%
								a
C2	931	398	350	183	818	110	218	676
	21%	19%	22%	23%	21%	18%	22%	21%
				a				
D	613	219	274	120	536	70	137	445
	14%	11%	17%	15%	14%	11%	14%	14%
			a	a				
E	474	151	228	95	430	41	166	271
	11%	7%	14%	12%	11%	7%	17%	8%
			a	a	b		b	
Don't know	15	6	6	3	11	1	1	9
	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY								
AB	1247	768	323	157	1028	214	243	942
	28%	37%	20%	20%	27%	35%	24%	29%
		bc				a		a
DE	1087	370	501	215	967	112	304	715
	24%	18%	31%	27%	25%	18%	30%	22%
			a	a	b		b	

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

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

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
ABC1	2467	1310	763	394	2062	395	480	1886
	55%	63%	47%	50%	53%	64%	48%	57%
		bc				a		a
C2DE	2018	769	852	398	1785	222	522	1391
	45%	37%	53%	50%	46%	36%	52%	42%
			a	a	b		b	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Boy, aged 3-7	804	804	-	-	804	-	804	-	-	-	-	-	225	571	-
	18%	50%	-%	-%	36%	-%	100%	-%	-%	-%	-%	-%	50%	25%	-%
		bc			b		bcdef						bc	c	
Boy, aged 8-11	643	-	643	-	643	-	-	-	643	-	-	-	-	563	76
	14%	-%	50%	-%	29%	-%	-%	-%	100%	-%	-%	-%	-%	25%	4%
			ac		b				abdef				ac	a	
Boy, aged 12-16	804	-	-	804	804	-	-	-	-	-	804	-	-	-	801
	18%	-%	-%	50%	36%	-%	-%	-%	-%	-%	100%	-%	-%	-%	46%
				ab	b						abcdf				ab
Girl, aged 3-7	804	804	-	-	-	804	-	804	-	-	-	-	228	569	-
	18%	50%	-%	-%	-%	36%	-%	100%	-%	-%	-%	-%	50%	25%	-%
		bc			a			acdef					bc	c	
Girl, aged 8-11	643	-	643	-	-	643	-	-	-	643	-	-	-	559	81
	14%	-%	50%	-%	-%	29%	-%	-%	-%	100%	-%	-%	-%	25%	5%
			ac			a				abcef			ac	a	
Girl, aged 12-16	804	-	-	804	-	804	-	-	-	-	-	804	-	-	799
	18%	-%	-%	50%	-%	36%	-%	-%	-%	-%	-%	100%	-%	-%	45%
				ab		a						abcde			ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Boy, aged 3-7	804	661	74	38	31	217	218	171	192	495	109	297	38	569	235
	18%	18%	18%	17%	17%	17%	18%	18%	18%	21% bcf	15%	16%	20%	19% bc	16%
Boy, aged 8-11	643	523	60	33	28	192	196	112	140	303	98	288	24	425	218
	14%	14%	15%	15%	16%	15% c	16% cd	12%	13%	13%	13%	15% a	13%	14%	15% a
Boy, aged 12-16	804	665	70	37	31	237	218	162	185	372	166	404	36	541	262
	18%	18%	18%	17%	17%	19%	18%	17%	17%	15%	23% aef	21% aef	19%	18% a	18% a
Girl, aged 3-7	804	663	70	41	30	207	235	172	188	521	111	302	29	591	213
	18%	18%	17%	18%	17%	17%	19%	18%	17%	22% bcf	15%	16%	15%	19% bcf	15%
Girl, aged 8-11	643	522	59	35	27	167	152	145	177	312	83	248	20	405	238
	14%	14%	15%	16%	15%	13%	12%	16%	16% b	13%	11%	13%	11%	13%	16% abce
Girl, aged 12-16	804	665	68	39	31	228	201	169	206	405	162	354	40	529	275
	18%	18%	17%	18%	17%	18%	16%	18%	19%	17%	22% ae	19%	22%	17%	19%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Boy, aged 3-7	804	371	155	419	385	30	154	157	646	186	430	438	253	113
	18%	33%	19%	27%	13%	8%	12%	12%	20%	9%	23%	18%	16%	27%
		bcd	d	bd			a	a	abc		a			ab
Boy, aged 8-11	643	96	140	183	460	95	259	264	379	386	233	353	233	56
	14%	8%	17%	12%	16%	25%	21%	21%	12%	18%	13%	14%	15%	13%
			ac	a	ac	d	d	d		b				
Boy, aged 12-16	804	65	89	120	684	67	214	218	585	484	290	454	281	69
	18%	6%	11%	8%	23%	18%	17%	17%	18%	22%	16%	18%	17%	16%
			ac		abc					b				
Girl, aged 3-7	804	405	170	461	343	25	154	154	649	223	396	422	312	69
	18%	36%	20%	30%	12%	7%	12%	12%	20%	10%	21%	17%	19%	16%
		bcd	d	bd			a	a	abc		a			
Girl, aged 8-11	643	116	166	221	422	81	241	248	395	377	232	346	238	58
	14%	10%	20%	14%	14%	21%	19%	19%	12%	17%	13%	14%	15%	14%
			acd	a	a	d	d	d		b				
Girl, aged 12-16	804	76	114	152	652	83	228	236	567	513	267	454	289	60
	18%	7%	14%	10%	22%	22%	18%	18%	18%	24%	14%	18%	18%	14%
			ac	a	abc					b		c		

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 4

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

AGE GROUP AND GENDER OF CHILD

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Boy, aged 3-7	804	345	322	137	680	119	159	604
	18%	17%	20% a	17%	18%	19%	16%	18%
Boy, aged 8-11	643	309	227	107	548	92	137	477
	14%	15%	14%	14%	14%	15%	14%	15%
Boy, aged 12-16	804	385	269	150	692	110	220	550
	18%	18%	17%	19%	18%	18%	22% b	17%
Girl, aged 3-7	804	346	309	149	696	104	138	631
	18%	17%	19%	19%	18%	17%	14%	19% a
Girl, aged 8-11	643	295	226	122	557	81	122	491
	14%	14%	14%	15%	14%	13%	12%	15% a
Girl, aged 12-16	804	406	269	129	686	112	226	532
	18%	19% b	17%	16%	18%	18%	23% b	16%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 5

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

GENDER OF CHILD

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Boy	2250	804	643	804	2250	-	804	-	643	-	804	-	225	1134	877
	50%	50%	50%	50%	100%	-%	100%	-%	100%	-%	100%	-%	50%	50%	50%
					b		bdf		bdf		bdf				
Girl	2250	804	643	804	-	2250	-	804	-	643	-	804	228	1128	879
	50%	50%	50%	50%	-%	100%	-%	100%	-%	100%	-%	100%	50%	50%	50%
						a		ace		ace		ace			

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

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

GENDER OF CHILD

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Boy	2250	1849	204	108	90	646	631	445	517	1170	373	990	97	1535	715
	50%	50%	51%	48%	50%	52%	52%	48%	48%	49%	51%	52% a	52%	50%	50%
Girl	2250	1850	197	115	88	601	588	486	570	1238	356	904	89	1525	725
	50%	50%	49%	52%	50%	48%	48%	52%	52%	51% c	49%	48%	48%	50%	50%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 5

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

GENDER OF CHILD

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Boy	2250	532	384	722	1528	193	627	639	1611	1056	952	1245	767	239
	50%	47%	46%	46%	52%	50%	50%	50%	50%	49%	52%	50%	48%	56%
					abc									ab
Girl	2250	597	449	833	1417	189	623	639	1611	1113	895	1223	840	187
	50%	53%	54%	54%	48%	50%	50%	50%	50%	51%	48%	50%	52%	44%
		d	d	d								c	c	

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

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

GENDER OF CHILD

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Boy	2250	1039	817	394	1920	320	517	1631
	50%	50%	50%	50%	50%	52%	52%	50%
Girl	2250	1047	803	400	1939	298	486	1654
	50%	50%	50%	50%	50%	48%	48%	50%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 6

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

C1A/B/C. CHILD'S SCHOOL YEAR

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
PRE SCHOOL	453	453	-	-	225	228	225	228	-	-	-	-	453	-	-
	10%	28%	-%	-%	10%	10%	28%	28%	-%	-%	-%	-%	100%	-%	-%
		bc					cdef	cdef					bc		
PRIMARY	2262	1140	1123	-	1134	1128	571	569	563	559	-	-	-	2262	-
	50%	71%	87%	-%	50%	50%	71%	71%	88%	87%	-%	-%	-%	100%	-%
		c	ac				ef	ef	abef	abef				ac	
SECONDARY	1757	-	157	1600	877	879	-	-	76	81	801	799	-	-	1757
	39%	-%	12%	100%	39%	39%	-%	-%	12%	13%	100%	99%	-%	-%	100%
			a	ab					ab	ab	abcd	abcd			ab
REFUSED	28	14	6	7	13	15	7	7	3	3	3	5	-	-	-
	1%	1%	*%	*%	1%	1%	1%	1%	*%	*%	*%	1%	-%	-%	-%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 6

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

C1A/B/C. CHILD'S SCHOOL YEAR

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
PRE SCHOOL	453	349	58	24	22	112	136	105	95	327	44	149	16	351	102
	10%	9%	14%	11%	13%	9%	11%	11%	9%	14%	6%	8%	9%	11%	7%
			ac							bcef				bcf	
PRIMARY	2262	1860	203	111	89	626	613	456	560	1214	322	915	85	1522	740
	50%	50%	51%	50%	50%	50%	50%	49%	52%	50%	44%	48%	46%	50%	51%
										b				b	b
SECONDARY	1757	1470	137	85	65	504	464	365	422	857	360	821	84	1173	584
	39%	40%	34%	38%	37%	40%	38%	39%	39%	36%	49%	43%	45%	38%	41%
		b									acef	ae	a		a
REFUSED	28	20	3	3	2	6	6	6	10	10	3	8	-	14	14
	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	*%	*%	-%	*%	1%
				a											

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 6

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

C1A/B/C. CHILD'S SCHOOL YEAR

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
PRE SCHOOL	453	279	74	291	162	9	52	52	401	10	118	246	158	49
	10%	25%	9%	19%	6%	2%	4%	4%	12%	*%	6%	10%	10%	11%
		bcd	d	bd					abc		a			
PRIMARY	2262	689	519	942	1320	205	700	714	1548	1044	1114	1231	803	229
	50%	61%	62%	61%	45%	54%	56%	56%	48%	48%	60%	50%	50%	54%
		d	d	d			d	d			a			
SECONDARY	1757	158	237	315	1442	168	493	505	1251	1102	603	983	630	145
	39%	14%	28%	20%	49%	44%	39%	40%	39%	51%	33%	40%	39%	34%
			ac	a	abc					b		c		
REFUSED	28	4	4	7	21	-	6	6	22	13	12	8	16	4
	1%	*%	1%	*%	1%	-%	*%	*%	1%	1%	1%	*%	1%	1%
													a	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 6

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

C1A/B/C. CHILD'S SCHOOL YEAR

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
PRE SCHOOL	453	198	178	76	391	62	74	361
	10%	10%	11%	10%	10%	10%	7%	11%
								a
PRIMARY	2262	1025	842	396	1933	313	444	1714
	50%	49%	52%	50%	50%	51%	44%	52%
								a
SECONDARY	1757	855	588	313	1513	237	474	1198
	39%	41%	36%	39%	39%	38%	47%	36%
		b					b	
REFUSED	28	7	12	9	21	6	12	13
	1%	*%	1%	1%	1%	1%	1%	*%
				a			b	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 7

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Yes	4438	1576	1270	1592	2218	2220	785	791	637	633	797	795	443	2228	1739
	99%	98%	99%	99%	99%	99%	98%	98%	99%	98%	99%	99%	98%	98%	99%
				a							a				
No	50	23	13	15	25	26	12	11	6	6	6	9	7	28	16
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
Don't know	12	8	3	1	7	5	6	1	-	3	1	-	3	7	2
	*%	*%	*%	*%	*%	*%	1%	*%	-%	1%	*%	-%	1%	*%	*%
		c					cf								

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 7

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Yes	4438	3647	393	221	177	1233	1204	923	1064	2377	719	1866	183	3018	1420
	99%	99%	98%	99%	100%	99%	99%	99%	98%	99%	99%	99%	98%	99%	99%
				b	b			d							
No	50	44	5	1	1	14	12	7	17	27	8	24	3	38	13
	1%	1%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
Don't know	12	8	3	-	-	-	4	2	6	4	2	4	-	4	8
	*%	*%	1%	-%	-%	-%	*%	*%	1%	*%	*%	*%	-%	*%	1%
			ac						a						e

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 7

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Yes	4438	1107	824	1528	2910	375	1232	1258	3180	2147	1818	2443	1574	421
	99%	98%	99%	98%	99%	98%	99%	98%	99%	99%	98%	99%	98%	99%
No	50	18	8	23	27	6	14	16	35	20	24	20	26	5
	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
Don't know	12	4	1	4	8	1	4	4	8	2	6	4	7	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

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

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
	Total	a	b	c	a	b	a	b
Significance Level: 95%								
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Yes	4438	2055	1597	786	3811	606	985	3249
	99%	99%	99%	99%	99%	98%	98%	99%
No	50	25	19	7	40	11	15	32
	1%	1%	1%	1%	1%	2%	2%	1%
Don't know	12	6	4	2	8	2	2	4
	*%	*%	*%	*%	*%	*%	*%	*%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 8

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Netflix	3585	1222	1037	1326	1765	1821	617	606	514	523	634	692	337	1772	1458
	80%	76%	81%	83%	78%	81%	77%	75%	80%	81%	79%	86%	74%	78%	83%
			a	a						ab		abcde			ab
YouTube (including YouTube Kids)	2957	1041	904	1012	1485	1472	527	514	458	445	499	513	295	1525	1121
	66%	65%	70%	63%	66%	65%	66%	64%	71%	69%	62%	64%	65%	67%	64%
			ac						abef	bef				c	
Disney+	2260	912	661	687	1067	1193	427	485	313	348	326	361	263	1228	757
	50%	57%	51%	43%	47%	53%	53%	60%	49%	54%	41%	45%	58%	54%	43%
		bc	c			a	ef	acdef	e	ef			c	c	
Amazon Prime Video	1554	521	408	625	774	780	260	261	214	193	300	325	154	712	680
	35%	32%	32%	39%	34%	35%	32%	33%	33%	30%	37%	40%	34%	31%	39%
				ab							d	abcd			b
BBC iPlayer (including BBC iPlayer Kids)	1102	422	258	422	528	574	209	212	113	145	206	217	134	507	457
	24%	26%	20%	26%	23%	26%	26%	26%	18%	23%	26%	27%	30%	22%	26%
		b		b			c	c		c	c	c	b		b
Sky On Demand or Sky Go or Sky Kids	863	250	228	386	459	404	130	120	124	104	205	181	68	373	418
	19%	16%	18%	24%	20%	18%	16%	15%	19%	16%	25%	22%	15%	17%	24%
				ab					b		abcd	abd			ab
ITV Hub or ITV Hub/ STV Player or STV Player VIP	476	103	119	254	231	245	51	52	62	58	118	136	27	169	277
	11%	6%	9%	16%	10%	11%	6%	6%	10%	9%	15%	17%	6%	7%	16%
			a	ab					ab		abcd	abcd			ab
NOW TV	380	127	103	151	207	173	77	50	53	50	77	73	30	180	167
	8%	8%	8%	9%	9%	8%	10%	6%	8%	8%	10%	9%	7%	8%	9%
							b				b	b			
All4 (previously 4OD)	368	85	87	196	185	183	45	40	45	42	95	101	16	134	213
	8%	5%	7%	12%	8%	8%	6%	5%	7%	7%	12%	13%	4%	6%	12%
				ab							abcd	abcd			ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 8

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Virgin TV Catch-up or Virgin Media Anywhere or Virgin TV Kids	356	130	89	138	163	194	67	62	39	49	56	82	30	173	152
	8%	8%	7%	9%	7%	9%	8%	8%	6%	8%	7%	10% ce	7%	8%	9%
My5 (previously Demand 5)	248	70	51	127	122	126	45	25	22	29	55	72	19	87	140
	6%	4%	4%	8% ab	5%	6%	6% b	3%	3%	4%	7% bc	9% abcd	4%	4%	8% ab
Apple TV+	224	66	45	113	117	107	37	28	25	20	54	59	6	98	119
	5%	4%	4%	7% ab	5%	5%	5%	3%	4%	3%	7% bcd	7% abcd	1%	4% a	7% ab
BritBox	119	28	24	66	70	49	20	8	17	7	33	34	6	42	72
	3%	2%	2%	4% ab	3%	2%	3% b	1%	3% bd	1%	4% bd	4% bd	1%	2%	4% ab
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4405	1573	1269	1564	2195	2210	785	788	635	633	775	789	441	2226	1710
	98%	98%	99% c	97%	98%	98%	98%	98%	99% e	99% e	96%	98%	97%	98% c	97%
NONE OF THESE	95	34	17	44	55	40	18	16	8	10	29	15	12	36	47
	2%	2%	1%	3% b	2%	2%	2%	2%	1%	1%	4% cd	2%	3%	2%	3% b

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 8

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Netflix	3585 80%	2932 79%	325 81%	181 81%	146 82%	986 79%	972 80%	748 80%	869 80%	1906 79%	619 85% acde	1472 78%	141 76%	2416 79%	1169 81% c
YouTube (including YouTube Kids)	2957 66%	2414 65%	265 66%	149 67%	128 72% a	798 64%	807 66%	614 66%	728 67%	1611 67%	508 70% f	1287 68%	126 68%	2019 66%	938 65%
Disney+	2260 50%	1829 49%	219 55% a	122 55% a	90 50%	667 53% d	608 50%	467 50%	510 47%	1293 54% f	389 53% f	1014 54% f	111 59% f	1597 52% f	663 46%
Amazon Prime Video	1554 35%	1266 34%	141 35%	78 35%	69 39%	506 41% bcd	410 34% d	329 35% d	308 28%	970 40% f	318 44% ef	766 40% f	101 54% abcef	1171 38% f	383 27%
BBC iPlayer (including BBC iPlayer Kids)	1102 24%	949 26% bcd	70 17%	48 22%	34 19%	375 30% bcd	312 26% cd	200 22%	214 20%	1102 46% cef	306 42% cef	645 34% f	99 53% bcef	1102 36% f	- -%
Sky On Demand or Sky Go or Sky Kids	863 19%	697 19%	86 21%	47 21%	33 18%	334 27% bcd	228 19% d	174 19% d	126 12%	550 23% f	206 28% aef	499 26% aef	81 43% abcef	674 22% f	189 13%
ITV Hub or ITV Hub/ STV Player or STV Player VIP	476 11%	416 11% bd	22 6%	24 11% b	13 7%	196 16% bcd	106 9%	84 9%	89 8%	410 17% ef	156 21% acef	330 17% ef	58 31% abcef	447 15% f	29 2%
NOW TV	380 8%	318 9% d	31 8%	21 10% d	9 5%	138 11% bcd	78 6%	73 8%	90 8%	272 11% f	109 15% acef	218 12% f	55 30% abcef	309 10% f	71 5%
All4 (previously 4OD)	368 8%	315 9% cd	31 8%	13 6%	9 5%	145 12% bcd	73 6%	66 7%	84 8%	314 13% ef	139 19% acef	245 13% f	57 31% abcef	339 11% f	29 2%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 8

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Virgin TV Catch-up or Virgin Media Anywhere or Virgin TV Kids	356	301	34	10	11	125	82	75	74	258	91	213	50	305	51
	8%	8%	8%	4%	6%	10%	7%	8%	7%	11%	12%	11%	27%	10%	4%
		c	c			bd				f	f	f	abcef	f	
My5 (previously Demand 5)	248	210	21	9	7	110	42	48	48	217	94	178	53	237	11
	6%	6%	5%	4%	4%	9%	3%	5%	4%	9%	13%	9%	28%	8%	1%
						bcd				f	acef	f	abcef	f	
Apple TV+	224	199	15	4	6	141	42	24	16	179	103	189	52	207	16
	5%	5%	4%	2%	3%	11%	3%	3%	1%	7%	14%	10%	28%	7%	1%
		c	c			bcd	d			f	acef	aef	abcef	f	
BritBox	119	107	6	2	4	69	15	28	6	103	59	105	46	114	5
	3%	3%	1%	1%	2%	6%	1%	3%	1%	4%	8%	6%	25%	4%	*%
		bc				bcd		bd		f	acef	ef	abcef	f	
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4405	3614	395	219	176	1232	1197	907	1056	2373	722	1870	186	3013	1392
	98%	98%	99%	98%	99%	99%	98%	97%	97%	99%	99%	99%	100%	98%	97%
						cd				f	f	f	f	f	
NONE OF THESE	95	85	5	3	2	16	22	24	31	35	7	24	-	46	49
	2%	2%	1%	2%	1%	1%	2%	3%	3%	1%	1%	1%	-%	2%	3%
								a	a						abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 8

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Netflix	3585 80%	867 77%	668 80%	1199 77%	2386 81% ac	310 81%	965 77%	985 77%	2600 81% bc	1745 80%	1472 80%	1965 80%	1277 79%	344 81%
YouTube (including YouTube Kids)	2957 66%	790 70% d	606 73% d	1084 70% d	1872 64%	296 78% bcd	830 66%	850 66%	2107 65%	1480 68% b	1152 62%	1629 66%	1026 64%	301 71% b
Disney+	2260 50%	688 61% d	498 60% d	911 59% d	1349 46%	241 63% bcd	677 54% d	688 54% d	1572 49%	1097 51%	913 49%	1287 52% b	767 48%	206 48%
Amazon Prime Video	1554 35%	444 39% d	360 43% d	601 39% d	953 32%	192 50% bcd	510 41% d	523 41% d	1031 32%	846 39% b	555 30%	944 38% bc	489 30%	121 28%
BBC iPlayer (including BBC iPlayer Kids)	1102 24%	456 40% d	413 50% acd	642 41% d	460 16%	156 41% bcd	425 34% d	431 34% d	671 21%	607 28% b	365 20%	883 36% bc	195 12% c	25 6%
Sky On Demand or Sky Go or Sky Kids	863 19%	248 22% d	231 28% acd	354 23% d	509 17%	131 34% bcd	334 27% d	342 27% d	521 16%	500 23% b	289 16%	538 22% bc	262 16%	63 15%
ITV Hub or ITV Hub/ STV Player or STV Player VIP	476 11%	167 15% d	174 21% acd	241 15% d	235 8%	106 28% bcd	262 21% d	265 21% d	211 7%	325 15% b	117 6%	378 15% bc	78 5%	20 5%
NOW TV	380 8%	135 12% d	135 16% acd	191 12% d	189 6%	72 19% d	184 15% d	185 14% d	195 6%	243 11% b	105 6%	257 10% b	91 6%	32 8%
All4 (previously 4OD)	368 8%	125 11% d	160 19% acd	193 12% d	175 6%	78 20% d	199 16% d	201 16% d	167 5%	239 11% b	103 6%	280 11% bc	64 4%	25 6%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 8

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Virgin TV Catch-up or Virgin Media Anywhere or Virgin TV Kids	356	149	103	184	172	59	170	172	184	219	112	252	82	22
	8%	13%	12%	12%	6%	15%	14%	13%	6%	10%	6%	10%	5%	5%
		d	d	d		d	d	d		b		bc		
My5 (previously Demand 5)	248	107	118	150	97	64	149	150	97	164	65	195	36	17
	6%	10%	14%	10%	3%	17%	12%	12%	3%	8%	4%	8%	2%	4%
		d	acd	d		bcd	d	d		b		bc		
Apple TV+	224	101	99	136	88	73	163	165	59	175	38	193	21	10
	5%	9%	12%	9%	3%	19%	13%	13%	2%	8%	2%	8%	1%	2%
		d	cd	d		bcd	d	d		b		bc		
BritBox	119	69	75	88	31	47	92	92	27	100	12	109	5	4
	3%	6%	9%	6%	1%	12%	7%	7%	1%	5%	1%	4%	*%	1%
		d	acd	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE TV AND ONLINE SERVICES	4405	1113	825	1534	2871	381	1242	1269	3136	2136	1794	2436	1553	415
	98%	99%	99%	99%	97%	100%	99%	99%	97%	98%	97%	99%	97%	98%
			d	d		d	d	d		b		b		
NONE OF THESE	95	16	9	20	75	1	9	9	86	33	54	31	53	11
	2%	1%	1%	1%	3%	*%	1%	1%	3%	2%	3%	1%	3%	2%
					bc				abc		a		a	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 8

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Netflix	3585	1632	1311	642	3095	476	776	2649
	80%	78%	81%	81%	80%	77%	77%	81%
								a
YouTube (including YouTube Kids)	2957	1359	1073	525	2481	460	670	2154
	66%	65%	66%	66%	64%	74%	67%	66%
						a		
Disney+	2260	1100	774	386	1968	282	495	1661
	50%	53%	48%	49%	51%	46%	49%	51%
		b			b			
Amazon Prime Video	1554	805	487	262	1341	208	359	1135
	35%	39%	30%	33%	35%	34%	36%	35%
		bc						
BBC iPlayer (including BBC iPlayer Kids)	1102	800	140	162	945	153	236	806
	24%	38%	9%	20%	24%	25%	24%	25%
		bc		b				
Sky On Demand or Sky Go or Sky Kids	863	470	257	136	743	120	165	665
	19%	23%	16%	17%	19%	19%	16%	20%
		bc						a
ITV Hub or ITV Hub/ STV Player or STV Player VIP	476	347	76	53	409	64	117	326
	11%	17%	5%	7%	11%	10%	12%	10%
		bc						
NOW TV	380	225	104	52	325	54	111	249
	8%	11%	6%	7%	8%	9%	11%	8%
		bc					b	
All4 (previously 4OD)	368	259	73	37	318	51	89	258
	8%	12%	4%	5%	8%	8%	9%	8%
		bc						

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 8

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

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

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Virgin TV Catch-up or Virgin Media Anywhere or Virgin TV Kids	356 8%	225 11% bc	83 5%	49 6%	315 8%	40 7%	82 8%	261 8%
My5 (previously Demand 5)	248 6%	180 9% bc	43 3%	25 3%	218 6%	29 5%	61 6%	173 5%
Apple TV+	224 5%	181 9% bc	30 2%	12 2%	182 5%	40 6%	58 6%	154 5%
BritBox	119 3%	105 5% bc	10 1%	4 *%	106 3%	13 2%	27 3%	90 3%
SUMMARY								
ANY OF THESE TV AND ONLINE SERVICES	4405 98%	2054 98% c	1583 98%	768 97%	3775 98%	608 98%	983 98%	3216 98%
NONE OF THESE	95 2%	31 2%	38 2%	26 3% a	84 2%	10 2%	20 2%	70 2%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 9

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Netflix	3792	1310	1091	1390	1874	1918	658	652	545	546	671	719	364	1878	1525
	84%	82%	85%	86%	83%	85%	82%	81%	85%	85%	83%	90%	80%	83%	87%
			a	a								abcde			ab
YouTube (including YouTube Kids)	3087	1087	933	1067	1544	1543	551	536	477	455	516	552	309	1582	1180
	69%	68%	73%	66%	69%	69%	69%	67%	74%	71%	64%	69%	68%	70%	67%
			ac						abef	e					
Disney+	2647	1037	774	837	1267	1381	490	547	379	395	398	439	291	1422	920
	59%	65%	60%	52%	56%	61%	61%	68%	59%	61%	50%	55%	64%	63%	52%
		bc	c			a	ef	acdef	e	ef			c	c	
Amazon Prime Video	2061	714	559	788	1025	1036	366	348	284	275	375	413	207	985	860
	46%	44%	44%	49%	46%	46%	45%	43%	44%	43%	47%	51%	46%	44%	49%
				ab								abcd			b
BBC iPlayer (including BBC iPlayer Kids)	1500	556	358	586	684	816	271	285	153	205	260	326	166	693	635
	33%	35%	28%	36%	30%	36%	34%	35%	24%	32%	32%	41%	37%	31%	36%
		b		b		a	c	c		c	c	acde	b		b
Sky On Demand or Sky Go or Sky Kids	999	292	261	446	529	470	152	141	143	118	234	212	81	431	483
	22%	18%	20%	28%	24%	21%	19%	18%	22%	18%	29%	26%	18%	19%	27%
				ab					b		abcd	abd			ab
ITV Hub or ITV Hub/ STV Player or STV Player VIP	720	164	175	380	356	364	86	79	87	88	183	197	42	262	412
	16%	10%	14%	24%	16%	16%	11%	10%	14%	14%	23%	25%	9%	12%	23%
			a	ab					b	b	abcd	abcd			ab
All4 (previously 4OD)	532	130	123	279	266	267	69	61	66	58	131	148	25	199	302
	12%	8%	10%	17%	12%	12%	9%	8%	10%	9%	16%	18%	6%	9%	17%
				ab							abcd	abcd		a	ab
NOW TV	502	166	140	196	274	228	102	64	77	63	95	101	40	239	220
	11%	10%	11%	12%	12%	10%	13%	8%	12%	10%	12%	13%	9%	11%	13%
					b		b		b		b	b			a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 9

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Virgin TV Catch-up or Virgin Media Anywhere or Virgin TV Kids	411	147	101	163	188	223	74	73	46	55	68	95	30	200	178
	9%	9%	8%	10% b	8%	10%	9%	9%	7%	9%	8%	12% ce	7%	9%	10% a
My5 (previously Demand 5)	351	104	73	174	180	171	67	37	31	42	82	92	24	131	193
	8%	6%	6%	11% ab	8%	8%	8% bc	5%	5%	6%	10% bcd	11% bcd	5%	6%	11% ab
Apple TV+	296	96	61	139	153	143	53	43	35	26	66	73	13	132	150
	7%	6%	5%	9% ab	7%	6%	7% d	5%	5%	4%	8% bcd	9% bcd	3%	6% a	9% ab
BritBox	140	30	30	80	81	59	20	9	22	8	39	41	6	48	86
	3%	2%	2%	5% ab	4%	3%	3%	1%	3% bd	1%	5% abd	5% abd	1%	2%	5% ab
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4448	1588	1278	1582	2218	2229	791	796	639	639	788	794	449	2242	1730
	99%	99%	99% c	98%	99%	99%	98%	99%	99% e	99% e	98%	99%	99%	99%	98%
NONE OF THESE	52	19	8	25	32	21	12	7	4	4	16	9	4	21	27
	1%	1%	1%	2% b	1%	1%	2%	1%	1%	1%	2% cd	1%	1%	1%	2%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 9

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Netflix	3792	3105	341	192	153	1040	1036	791	914	2004	646	1552	149	2551	1241
	84%	84%	85%	86%	86%	83%	85%	85%	84%	83%	89% acde	82%	80%	83%	86% acde
YouTube (including YouTube Kids)	3087	2519	279	156	133	838	845	639	755	1687	533	1338	130	2117	970
	69%	68%	70%	70%	75% a	67%	69%	69%	69%	70%	73% f	71%	70%	69%	67%
Disney+	2647	2142	251	144	110	767	714	543	615	1451	443	1125	120	1804	843
	59%	58%	63% a	65% a	62%	61% d	59%	58%	57%	60%	61%	59%	64%	59%	59%
Amazon Prime Video	2061	1674	192	108	86	640	579	416	426	1214	387	947	112	1497	564
	46%	45%	48%	49%	48%	51% cd	47% d	45% d	39%	50% f	53% f	50% f	60% acef	49% f	39%
BBC iPlayer (including BBC iPlayer Kids)	1500	1295	95	66	45	496	443	275	286	1333	379	814	112	1396	104
	33%	35% bcd	24%	30% b	25%	40% cd	36% cd	30%	26%	55% cef	52% cef	43% f	60% cef	46% f	7%
Sky On Demand or Sky Go or Sky Kids	999	808	99	56	36	376	273	200	148	619	223	572	86	775	224
	22%	22%	25%	25%	20%	30% bcd	22% d	21% d	14%	26% f	31% aef	30% aef	46% abcef	25% f	16%
ITV Hub or ITV Hub/ STV Player or STV Player VIP	720	635	30	35	20	272	186	130	132	585	210	456	74	646	74
	16%	17% bd	7%	16% b	11% b	22% bcd	15% d	14%	12%	24% ef	29% acef	24% ef	40% abcef	21% f	5%
All4 (previously 4OD)	532	455	40	21	16	198	129	95	110	431	182	330	70	473	59
	12%	12% c	10%	9%	9%	16% bcd	11%	10%	10%	18% ef	25% acef	17% f	38% abcef	15% f	4%
NOW TV	502	420	38	30	14	173	109	100	119	337	140	281	66	399	103
	11%	11%	9%	13% bd	8%	14% bc	9%	11%	11%	14% f	19% acef	15% f	35% abcef	13% f	7%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 9

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Virgin TV Catch-up or Virgin Media Anywhere or Virgin TV Kids	411	351	36	11	13	156	93	81	81	282	103	242	51	340	71
	9%	9%	9%	5%	7%	13%	8%	9%	7%	12%	14%	13%	27%	11%	5%
		c	c			bcd				f	ef	f	abcef	f	
My5 (previously Demand 5)	351	297	26	15	13	137	78	67	69	298	129	247	57	329	22
	8%	8%	7%	7%	7%	11%	6%	7%	6%	12%	18%	13%	30%	11%	2%
						bcd				f	acef	ef	abcef	f	
Apple TV+	296	263	20	6	7	169	53	47	27	223	120	225	59	260	36
	7%	7%	5%	3%	4%	14%	4%	5%	3%	9%	16%	12%	32%	9%	2%
		c	c			bcd	d	d		f	acef	aef	abcef	f	
BritBox	140	126	6	4	4	79	19	32	9	116	63	123	51	133	7
	3%	3%	2%	2%	2%	6%	2%	3%	1%	5%	9%	7%	27%	4%	1%
		bc				bcd		bd		f	aef	aef	abcef	f	
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4448	3650	398	221	178	1239	1211	917	1067	2386	726	1881	186	3032	1416
	99%	99%	99%	99%	100%	99%	99%	98%	98%	99%	100%	99%	100%	99%	98%
					a	d	d			f	f	f		f	
NONE OF THESE	52	49	3	1	-	9	8	14	20	21	4	13	-	28	25
	1%	1%	1%	1%	0%	1%	1%	2%	2%	1%	1%	1%	0%	1%	2%
		d							ab						abce

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 9

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Netflix	3792 84%	918 81%	703 84%	1272 82%	2520 86% ac	330 86% bc	1013 81%	1034 81%	2758 86% bc	1831 84%	1567 85%	2059 83%	1369 85%	364 85%
YouTube (including YouTube Kids)	3087 69%	821 73% d	632 76% d	1127 72% d	1960 67%	302 79% bcd	866 69%	886 69%	2201 68%	1542 71% b	1209 65%	1704 69%	1068 66%	315 74% b
Disney+	2647 59%	761 67% d	555 67% d	1016 65% d	1632 55%	264 69% bcd	751 60%	766 60%	1882 58%	1265 58%	1094 59%	1458 59%	944 59%	246 58%
Amazon Prime Video	2061 46%	571 51% d	429 51% d	759 49% d	1302 44%	231 60% bcd	614 49% d	631 49% d	1430 44%	1078 50% b	780 42%	1207 49% bc	683 43%	171 40%
BBC iPlayer (including BBC iPlayer Kids)	1500 33%	548 49% d	485 58% acd	777 50% d	724 25%	189 50% bcd	528 42% d	537 42% d	963 30%	823 38% b	509 28%	1133 46% bc	324 20% c	43 10%
Sky On Demand or Sky Go or Sky Kids	999 22%	274 24% d	257 31% acd	397 26% d	603 20%	145 38% bcd	376 30% d	385 30% d	615 19%	578 27% b	334 18%	622 25% bc	308 19%	69 16%
ITV Hub or ITV Hub/ STV Player or STV Player VIP	720 16%	231 20% d	243 29% acd	339 22% d	381 13%	129 34% bcd	333 27% d	337 26% d	383 12%	473 22% b	197 11%	532 22% bc	149 9%	39 9%
All4 (previously 4OD)	532 12%	160 14% d	203 24% acd	252 16% d	280 10%	99 26% bcd	255 20% d	258 20% d	274 8%	337 16% b	159 9%	381 15% bc	118 7%	33 8%
NOW TV	502 11%	158 14% d	165 20% acd	232 15% d	270 9%	85 22% d	231 18% d	232 18% d	270 8%	317 15% b	143 8%	332 13% b	126 8%	45 10%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 9

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Virgin TV Catch-up or Virgin Media Anywhere or Virgin TV Kids	411	163	113	201	211	69	191	193	218	257	129	282	104	26
	9%	14%	14%	13%	7%	18%	15%	15%	7%	12%	7%	11%	6%	6%
		d	d	d		d	d	d		b		bc		
My5 (previously Demand 5)	351	144	149	198	154	76	183	184	167	224	103	266	63	23
	8%	13%	18%	13%	5%	20%	15%	14%	5%	10%	6%	11%	4%	5%
		d	acd	d		bcd	d	d		b		bc		
Apple TV+	296	117	117	160	136	80	193	194	102	221	57	246	36	14
	7%	10%	14%	10%	5%	21%	15%	15%	3%	10%	3%	10%	2%	3%
		d	acd	d		bcd	d	d		b		bc		
BritBox	140	75	80	95	44	55	104	104	36	119	14	125	10	4
	3%	7%	10%	6%	2%	15%	8%	8%	1%	5%	1%	5%	1%	1%
		d	acd	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE TV AND ONLINE SERVICES	4448	1122	830	1544	2904	382	1247	1275	3173	2153	1815	2452	1574	421
	99%	99%	100%	99%	99%	100%	100%	100%	98%	99%	98%	99%	98%	99%
						d	d	d		b		b		
NONE OF THESE	52	7	4	11	41	-	3	3	49	15	32	15	32	5
	1%	1%	*%	1%	1%	-%	*%	*%	2%	1%	2%	1%	2%	1%
									abc		a		a	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 9

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

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

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Netflix	3792	1723	1393	676	3276	501	830	2789
	84%	83%	86%	85%	85%	81%	83%	85%
			a		b			
YouTube (including YouTube Kids)	3087	1425	1113	549	2592	480	703	2248
	69%	68%	69%	69%	67%	78%	70%	68%
						a		
Disney+	2647	1238	937	472	2316	320	610	1926
	59%	59%	58%	59%	60%	52%	61%	59%
					b			
Amazon Prime Video	2061	1024	665	372	1780	272	472	1516
	46%	49%	41%	47%	46%	44%	47%	46%
		b		b				
BBC iPlayer (including BBC iPlayer Kids)	1500	1015	244	242	1284	209	336	1094
	33%	49%	15%	30%	33%	34%	33%	33%
		bc		b				
Sky On Demand or Sky Go or Sky Kids	999	547	294	159	868	130	199	764
	22%	26%	18%	20%	22%	21%	20%	23%
		bc					a	
ITV Hub or ITV Hub/ STV Player or STV Player VIP	720	476	149	95	612	104	168	504
	16%	23%	9%	12%	16%	17%	17%	15%
		bc		b				
All4 (previously 4OD)	532	355	113	64	460	72	133	370
	12%	17%	7%	8%	12%	12%	13%	11%
		bc						
NOW TV	502	297	139	66	433	69	144	330
	11%	14%	9%	8%	11%	11%	14%	10%
		bc					b	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 9

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Virgin TV Catch-up or Virgin Media Anywhere or Virgin TV Kids	411	256	99	56	363	48	98	297
	9%	12% bc	6%	7%	9%	8%	10%	9%
My5 (previously Demand 5)	351	251	63	38	313	38	90	247
	8%	12% bc	4%	5%	8%	6%	9%	8%
Apple TV+	296	233	38	25	243	51	85	197
	7%	11% bc	2%	3%	6%	8%	9% b	6%
BritBox	140	122	14	4	123	16	35	103
	3%	6% bc	1%	*%	3%	3%	3%	3%
SUMMARY								
ANY OF THESE TV AND ONLINE SERVICES	4448	2068	1599	781	3811	613	990	3249
	99%	99%	99%	98%	99%	99%	99%	99%
NONE OF THESE	52	17	22	13	47	5	13	36
	1%	1%	1%	2%	1%	1%	1%	1%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 10

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4468	1497	1484	1487	2223	2245	743	754	742	742	738	749	467	2326	1645
Effective Weighted Sample	3789	1280	1270	1273	1887	1901	636	644	635	635	633	639	398	1963	1409
Total	4448	1588	1278	1582	2218	2229	791	796	639	639	788	794	449	2242	1730
TV set	3918	1440	1132	1345	1977	1941	727	714	574	558	677	669	407	2011	1477
	88%	91%	89%	85%	89%	87%	92%	90%	90%	87%	86%	84%	91%	90%	85%
		c	c		b		def	ef	ef				c	c	
Tablet (like an iPad)	2028	947	604	476	941	1087	462	485	281	323	198	279	296	1199	520
	46%	60%	47%	30%	42%	49%	58%	61%	44%	51%	25%	35%	66%	53%	30%
		bc	c			a	cdef	cdef	ef	cef		e	bc	c	
Mobile phone	1895	487	510	898	924	971	255	232	247	263	422	476	159	741	985
	43%	31%	40%	57%	42%	44%	32%	29%	39%	41%	54%	60%	36%	33%	57%
			a	ab					ab	ab	abcd	abcde			ab
Games console	1068	235	349	485	706	362	136	99	236	113	334	151	44	490	533
	24%	15%	27%	31%	32%	16%	17%	12%	37%	18%	42%	19%	10%	22%	31%
			a	a	b		b		abdf	b	abcdf	b		a	ab
Laptop	957	184	266	507	448	509	96	88	139	127	212	294	30	379	539
	22%	12%	21%	32%	20%	23%	12%	11%	22%	20%	27%	37%	7%	17%	31%
			a	ab		a			ab	ab	abcd	abcde		a	ab
Desktop computer	315	59	85	171	190	125	35	24	50	34	105	67	8	123	185
	7%	4%	7%	11%	9%	6%	4%	3%	8%	5%	13%	8%	2%	5%	11%
			a	ab	b				ab	b	abcdf	abd		a	ab
Don't know	5	2	1	2	2	3	1	2	-	1	1	1	1	1	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%
SUMMARY															
ONLY WATCH ON A TV SET	872	333	260	280	445	427	159	173	134	126	152	128	86	477	303
	20%	21%	20%	18%	20%	19%	20%	22%	21%	20%	19%	16%	19%	21%	18%
		c						f	f					c	
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	527	145	146	236	241	286	64	81	65	80	111	125	41	230	252
	12%	9%	11%	15%	11%	13%	8%	10%	10%	13%	14%	16%	9%	10%	15%
				ab						a	abc	abc			ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 10

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4468	2963	596	601	308	1244	1215	920	1074	2313	702	1818	164	2975	1493
Effective Weighted Sample	3789	2796	586	599	305	1058	1028	776	914	1984	600	1543	140	2537	1254
Total	4448	3650	398	221	178	1239	1211	917	1067	2386	726	1881	186	3032	1416
TV set	3918	3205	353	198	161	1101	1080	818	910	2184	675	1654	177	2727	1190
	88%	88%	89%	89%	90%	89%	89%	89%	85%	92%	93%	88%	95%	90%	84%
						d	d	d		cf	cef	f	cf	cf	
Tablet (like an iPad)	2028	1645	194	102	87	582	593	400	440	1200	350	916	97	1448	580
	46%	45%	49%	46%	49%	47%	49%	44%	41%	50%	48%	49%	52%	48%	41%
						d	cd			f	f	f	f	f	
Mobile phone	1895	1549	165	97	83	562	473	378	477	1037	364	912	106	1340	555
	43%	42%	41%	44%	47%	45%	39%	41%	45%	43%	50%	48%	57%	44%	39%
						b			b	f	aef	aef	aef	f	
Games console	1068	858	106	57	47	288	262	220	296	539	215	535	75	731	337
	24%	24%	27%	26%	26%	23%	22%	24%	28%	23%	30%	28%	41%	24%	24%
									ab		aef	aef	abcef		
Laptop	957	812	68	42	34	377	236	183	158	576	229	572	87	734	222
	22%	22%	17%	19%	19%	30%	19%	20%	15%	24%	32%	30%	47%	24%	16%
		b				bcd	d	d		f	aef	aef	abcef	f	
Desktop computer	315	271	22	10	12	134	66	54	60	194	109	208	59	248	67
	7%	7%	5%	4%	7%	11%	5%	6%	6%	8%	15%	11%	32%	8%	5%
		c				bcd				f	acef	aef	abcef	f	
Don't know	5	2	2	*	-	1	2	-	2	-	-	1	-	1	4
	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%	-%	*%	-%	*%	*%
			a												ae
SUMMARY															
ONLY WATCH ON A TV SET	872	722	80	40	31	240	226	201	204	454	107	291	26	574	298
	20%	20%	20%	18%	17%	19%	19%	22%	19%	19%	15%	15%	14%	19%	21%
										bc				bc	bc
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	527	444	43	23	17	137	129	99	156	202	50	227	10	304	222
	12%	12%	11%	10%	10%	11%	11%	11%	15%	8%	7%	12%	5%	10%	16%
									abc			abde		b	abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 10

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

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4468	1082	808	1499	2969	377	1190	1220	3248	2109	1868	2382	1643	443
Effective Weighted Sample	3789	924	687	1280	2511	317	1013	1039	2753	1797	1577	2033	1391	368
Total	4448	1122	830	1544	2904	382	1247	1275	3173	2153	1815	2452	1574	421
TV set	3918	1031	770	1413	2504	350	1098	1119	2799	1892	1601	2198	1369	350
	88%	92%	93%	92%	86%	92%	88%	88%	88%	88%	88%	90%	87%	83%
		d	d	d								bc		
Tablet (like an iPad)	2028	689	452	881	1146	210	581	591	1437	936	801	1137	699	192
	46%	61%	55%	57%	39%	55%	47%	46%	45%	43%	44%	46%	44%	46%
		bcd	d	d		bcd								
Mobile phone	1895	461	393	639	1256	234	641	653	1241	1041	665	1066	676	152
	43%	41%	47%	41%	43%	61%	51%	51%	39%	48%	37%	43%	43%	36%
			ac			bcd	d	d		b		c	c	
Games console	1068	222	231	340	728	142	366	374	694	618	383	584	380	104
	24%	20%	28%	22%	25%	37%	29%	29%	22%	29%	21%	24%	24%	25%
			ac		ac	bcd	d	d		b				
Laptop	957	214	253	344	613	172	438	448	509	623	278	610	270	76
	22%	19%	30%	22%	21%	45%	35%	35%	16%	29%	15%	25%	17%	18%
			acd			bcd	d	d		b		bc		
Desktop computer	315	87	103	133	182	83	157	161	154	215	85	207	76	32
	7%	8%	12%	9%	6%	22%	13%	13%	5%	10%	5%	8%	5%	8%
			acd	d		bcd	d	d		b		b		b
Don't know	5	-	-	-	5	-	1	1	3	4	-	1	4	-
	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%
SUMMARY														
ONLY WATCH ON A TV SET	872	206	139	281	591	41	195	198	674	380	408	484	311	77
	20%	18%	17%	18%	20%	11%	16%	16%	21%	18%	22%	20%	20%	18%
					b		a	a	abc		a			
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	527	91	60	130	396	32	148	155	372	258	214	253	203	71
	12%	8%	7%	8%	14%	8%	12%	12%	12%	12%	12%	10%	13%	17%
					abc								a	a

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

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

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4468	2002	1673	793	3934	512	970	3294
Effective Weighted Sample	3789	1705	1411	676	3331	453	831	2785
Total	4448	2068	1599	781	3811	613	990	3249
TV set	3918	1868	1357	693	3383	516	838	2901
	88%	90%	85%	89%	89%	84%	85%	89%
		b		b	b			a
Tablet (like an iPad)	2028	975	685	368	1737	284	417	1524
	46%	47%	43%	47%	46%	46%	42%	47%
		b						a
Mobile phone	1895	927	647	321	1577	312	470	1327
	43%	45%	40%	41%	41%	51%	47%	41%
		b				a	b	
Games console	1068	485	393	189	929	135	300	731
	24%	23%	25%	24%	24%	22%	30%	22%
							b	
Laptop	957	554	260	143	743	210	235	650
	22%	27%	16%	18%	19%	34%	24%	20%
		bc				a	b	
Desktop computer	315	192	85	38	257	56	79	226
	7%	9%	5%	5%	7%	9%	8%	7%
		bc						
Don't know	5	1	2	3	3	1	2	2
	*%	*%	*%	*%	*%	*%	*%	*%
				a				
SUMMARY								
ONLY WATCH ON A TV SET	872	411	321	140	773	91	155	667
	20%	20%	20%	18%	20%	15%	16%	21%
					b			a
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	527	200	242	85	426	95	151	346
	12%	10%	15%	11%	11%	16%	15%	11%
			ac			a	b	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 11

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1587 35%	620 39% b	385 30%	582 36% b	772 34%	815 36%	288 36% d	332 41% acde	198 31%	187 29%	286 36% d	296 37% cd	197 43% bc	748 33%	635 36%
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1547 34%	471 29%	421 33%	654 41% ab	783 35%	764 34%	240 30%	232 29%	220 34% b	201 31%	323 40% abcd	331 41% abcd	120 27%	708 31%	712 41% ab
Any ITV channels - Like ITV/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1167 26%	253 16%	312 24% a	601 37% ab	578 26%	589 26%	122 15%	132 16%	157 24% ab	156 24% ab	299 37% abcd	302 38% abcd	44 10%	471 21% a	648 37% ab
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	776 17%	160 10%	209 16% a	407 25% ab	389 17%	387 17%	82 10%	78 10%	108 17% ab	101 16% ab	199 25% abcd	208 26% abcd	34 8%	300 13% a	438 25% ab
Any channel 5 channels - Like Channel 5, 5USA, 5Star	644 14%	219 14% b	138 11%	286 18% ab	323 14%	321 14%	110 14% d	109 14% d	76 12%	63 10%	137 17% cd	149 19% abcd	66 15%	268 12%	306 17% b
SUMMARY															
ANY OF THESE TV CHANNELS	2914 65%	1023 64%	770 60%	1121 70% ab	1454 65%	1460 65%	497 62%	525 65% d	391 61%	379 59%	565 70% acd	556 69% acd	291 64%	1387 61%	1223 70% ab
NONE OF THESE	1586 35%	584 36% c	516 40% c	486 30%	796 35%	790 35%	306 38% ef	278 35%	251 39% ef	264 41% bef	239 30%	248 31%	162 36% c	876 39% c	534 30%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 11

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1587 35%	1346 36% bcd	120 30%	69 31%	52 29%	541 43% bcd	450 37% d	306 33% d	287 26%	1587 66% bcef	427 59% cef	897 47% f	135 72% bcef	1587 52% cf	- -%
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1547 34%	1256 34%	153 38%	80 36%	58 33%	559 45% bcd	390 32% d	327 35% d	268 25%	936 39% f	318 44% aef	863 46% aef	111 60% abcef	1195 39% f	351 24%
Any ITV channels - Like ITV/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1167 26%	1006 27% bcd	73 18%	49 22%	39 22%	382 31% bcd	297 24%	243 26%	245 23%	914 38% ef	323 44% acef	693 37% f	98 53% acef	1038 34% f	129 9%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	776 17%	662 18% c	64 16% c	25 11%	25 14%	286 23% bcd	172 14%	165 18% bd	151 14%	629 26% ef	267 37% acef	491 26% ef	87 47% abcef	710 23% f	66 5%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	644 14%	548 15% cd	58 14% d	24 11%	15 8%	243 19% bcd	140 12%	128 14%	132 12%	547 23% ef	199 27% acef	421 22% ef	95 51% abcef	601 20% f	43 3%
SUMMARY															
ANY OF THESE TV CHANNELS	2914 65%	2425 66% d	247 62%	141 63%	101 57%	954 76% bcd	775 64% d	591 63% d	589 54%	2057 85% bcef	595 82% f	1539 81% f	180 97% abcef	2428 79% f	486 34%
NONE OF THESE	1586 35%	1274 34%	154 38%	82 37%	77 43% a	294 24%	444 36% a	340 37% a	498 46% abc	350 15% d	135 18% ad	354 19% ad	6 3%	632 21% ad	955 66% abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 11

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1587 35%	669 59%	534 64%	912 59%	675 23%	195 51%	570 46%	579 45%	1008 31%	847 39%	554 30%	1224 50%	320 20%	44 10%
		d	cd	d		d	d	d		b		bc	c	
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1547 34%	417 37%	366 44%	599 39%	948 32%	214 56%	601 48%	616 48%	930 29%	902 42%	512 28%	948 38%	478 30%	120 28%
		d	acd	d		bcd	d	d		b		bc		
Any ITV channels - Like ITV/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBc/ CITV	1167 26%	337 30%	355 43%	501 32%	666 23%	168 44%	496 40%	506 40%	661 21%	748 34%	363 20%	823 33%	287 18%	57 13%
		d	acd	d		d	d	d		b		bc	c	
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	776 17%	233 21%	285 34%	369 24%	407 14%	156 41%	380 30%	388 30%	388 12%	520 24%	215 12%	556 23%	168 10%	52 12%
		d	acd	d		bcd	d	d		b		bc		
Any channel 5 channels - Like Channel 5, 5USA, 5Star	644 14%	273 24%	236 28%	364 23%	281 10%	124 32%	321 26%	327 26%	317 10%	395 18%	184 10%	469 19%	142 9%	33 8%
		d	cd	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE TV CHANNELS	2914 65%	930 82%	726 87%	1289 83%	1625 55%	319 83%	1036 83%	1057 83%	1856 58%	1592 73%	1033 56%	1904 77%	823 51%	186 44%
		d	acd	d		d	d	d		b		bc	c	
NONE OF THESE	1586 35%	199 18%	107 13%	266 17%	1321 45%	64 17%	215 17%	221 17%	1366 42%	577 27%	815 44%	564 23%	783 49%	240 56%
		b		b	abc				abc		a		a	ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 11

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

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

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1587	1095	253	239	1362	215	325	1187
	35%	53%	16%	30%	35%	35%	32%	36%
		bc		b				a
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1547	826	475	246	1311	232	324	1150
	34%	40%	29%	31%	34%	37%	32%	35%
		bc						
Any ITV channels - Like ITV/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBc/ CITV	1167	745	265	157	1037	125	260	849
	26%	36%	16%	20%	27%	20%	26%	26%
		bc			b			
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	776	521	162	94	665	111	187	553
	17%	25%	10%	12%	17%	18%	19%	17%
		bc						
Any channel 5 channels - Like Channel 5, 5USA, 5Star	644	438	134	72	560	84	137	475
	14%	21%	8%	9%	15%	14%	14%	14%
		bc						
SUMMARY								
ANY OF THESE TV CHANNELS	2914	1690	774	449	2491	410	617	2158
	65%	81%	48%	57%	65%	66%	61%	66%
		bc		b				a
NONE OF THESE	1586	395	846	345	1367	208	386	1128
	35%	19%	52%	43%	35%	34%	39%	34%
			ac	a			b	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 12

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1878 42%	719 45% b	456 36%	702 44% b	910 40%	968 43%	333 41% d	386 48% acde	238 37%	218 34%	340 42% d	363 45% cd	220 49% b	889 39%	761 43% b
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1739 39%	541 34%	459 36%	738 46% ab	882 39%	856 38%	272 34%	269 33%	244 38%	216 34%	366 46% abcd	372 46% abcd	139 31%	793 35%	799 45% ab
Any ITV channels - Like ITV/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1396 31%	308 19%	372 29% a	716 45% ab	691 31%	705 31%	144 18%	163 20%	190 30% ab	182 28% ab	356 44% abcd	360 45% abcd	54 12%	566 25% a	771 44% ab
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	973 22%	200 12%	255 20% a	518 32% ab	483 21%	491 22%	100 12%	100 12%	132 21% ab	123 19% ab	250 31% abcd	267 33% abcd	42 9%	366 16% a	559 32% ab
Any channel 5 channels - Like Channel 5, 5USA, 5Star	795 18%	259 16%	185 14%	352 22% ab	398 18%	397 18%	136 17%	123 15%	95 15%	90 14%	167 21% bcd	185 23% abcd	78 17%	329 15%	381 22% b
SUMMARY															
ANY OF THESE TV CHANNELS	3235 72%	1134 71% b	861 67%	1240 77% ab	1603 71%	1632 73%	545 68%	589 73% ad	441 69%	419 65%	616 77% acd	624 78% acd	322 71%	1549 68%	1349 77% ab
NONE OF THESE	1265 28%	473 29% c	425 33% ac	367 23%	647 29%	618 27%	259 32% bef	215 27%	201 31% ef	224 35% bef	187 23%	180 22%	131 29% c	713 32% c	408 23%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 12

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1878 42%	1592 43% bcd	142 35%	82 37%	62 35%	628 50% bcd	528 43% d	362 39% d	354 33%	1699 71% bcef	479 66% cef	1029 54% f	140 75% bcef	1788 58% cf	90 6%
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1739 39%	1417 38%	168 42%	91 41%	64 36%	607 49% bcd	456 37% d	367 39% d	303 28%	1033 43% f	353 48% aef	947 50% aef	121 65% abcef	1323 43% f	416 29%
Any ITV channels - Like ITV/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1396 31%	1208 33% bcd	84 21%	60 27% b	44 25%	449 36% bcd	361 30%	284 31%	297 27%	1035 43% ef	377 52% acef	798 42% f	107 58% acef	1204 39% f	192 13%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	973 22%	831 22% cd	78 19%	34 15%	30 17%	350 28% bcd	231 19%	200 21% d	189 17%	738 31% ef	303 41% acef	588 31% ef	99 53% abcef	853 28% f	120 8%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	795 18%	677 18% cd	68 17% d	31 14%	20 11%	287 23% bcd	183 15%	162 17%	162 15%	649 27% ef	230 32% acef	497 26% f	105 56% abcef	728 24% f	68 5%
SUMMARY															
ANY OF THESE TV CHANNELS	3235 72%	2685 73% d	277 69%	157 71%	115 65%	1027 82% bcd	867 71% d	655 70% d	676 62%	2147 89% cef	638 88% f	1645 87% f	184 99% abcef	2595 85% f	640 44%
NONE OF THESE	1265 28%	1014 27%	124 31%	65 29%	63 35% a	220 18%	353 29% a	276 30% a	411 38% abc	260 11% d	91 12% d	249 13% ad	2 1% ad	465 15% ad	800 56% abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 12

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1878 42%	713 63% d	580 70% acd	988 64% d	890 30%	224 59% bcd	643 51% d	653 51% d	1225 38%	1009 47% b	657 36%	1405 57% bc	414 26% c	59 14%
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1739 39%	471 42% d	404 48% acd	671 43% d	1067 36%	231 61% bcd	651 52% d	666 52% d	1072 33%	996 46% b	597 32%	1052 43% bc	554 34%	133 31%
Any ITV channels - Like ITV/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBē/ CITV	1396 31%	378 34% d	400 48% acd	573 37% d	823 28%	195 51% d	563 45% d	577 45% d	819 25%	879 41% b	442 24%	958 39% bc	371 23% c	66 16%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	973 22%	265 24% d	321 38% acd	422 27% d	552 19%	174 46% bcd	431 34% d	440 34% d	533 17%	648 30% b	272 15%	670 27% bc	238 15%	65 15%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	795 18%	310 27% d	263 32% cd	416 27% d	379 13%	136 36% bcd	364 29% d	370 29% d	425 13%	485 22% b	234 13%	561 23% bc	191 12%	43 10%
SUMMARY														
ANY OF THESE TV CHANNELS	3235 72%	974 86% d	757 91% acd	1353 87% d	1882 64%	340 89% d	1096 88% d	1119 88% d	2116 66%	1746 81% b	1165 63%	2063 84% bc	962 60% c	210 49%
NONE OF THESE	1265 28%	156 14% b	76 9%	202 13% b	1064 36% abc	42 11%	155 12%	159 12%	1106 34% abc	423 19%	683 37% a	405 16%	644 40% a	216 51% ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 12

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

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

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1878	1243	338	297	1621	244	393	1399
	42%	60%	21%	37%	42%	39%	39%	43%
		bc		b				
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1739	910	543	285	1469	263	376	1286
	39%	44%	33%	36%	38%	43%	37%	39%
		bc						
Any ITV channels - Like ITV/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND)/ ITV2/ ITV3/ ITVBe/ CITV	1396	859	335	203	1234	155	317	1008
	31%	41%	21%	26%	32%	25%	32%	31%
		bc		b	b			
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	973	626	221	127	846	127	236	693
	22%	30%	14%	16%	22%	21%	24%	21%
		bc						
Any channel 5 channels - Like Channel 5, 5USA, 5Star	795	527	176	92	696	98	175	587
	18%	25%	11%	12%	18%	16%	17%	18%
		bc						
SUMMARY								
ANY OF THESE TV CHANNELS	3235	1813	904	517	2779	438	706	2372
	72%	87%	56%	65%	72%	71%	70%	72%
		bc		b				
NONE OF THESE	1265	272	717	277	1079	180	297	914
	28%	13%	44%	35%	28%	29%	30%	28%
			ac	a				

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 13

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
CBeebies	1129	776	212	141	532	597	371	405	96	116	65	76	279	689	158
	25%	48%	17%	9%	24%	27%	46%	50%	15%	18%	8%	9%	62%	30%	9%
		bc	c			a	cdef	cdef	ef	ef			bc	c	
Nickelodeon/Nick Jr	1117	465	343	309	573	544	242	223	170	173	161	148	126	635	351
	25%	29%	27%	19%	25%	24%	30%	28%	26%	27%	20%	18%	28%	28%	20%
		c	c				ef	ef	ef	ef			c	c	
Cartoon Network	927	307	304	316	522	404	172	135	178	125	171	144	61	516	344
	21%	19%	24%	20%	23%	18%	21%	17%	28%	19%	21%	18%	14%	23%	20%
			ac		b		b		abdef		b			ac	a
CBBC	834	325	306	203	384	449	155	170	140	166	89	114	74	519	237
	19%	20%	24%	13%	17%	20%	19%	21%	22%	26%	11%	14%	16%	23%	13%
		c	ac			a	ef	ef	ef	aef				ac	
CITV	746	290	263	192	374	372	151	139	128	136	95	98	57	456	229
	17%	18%	20%	12%	17%	17%	19%	17%	20%	21%	12%	12%	13%	20%	13%
		c	c				ef	ef	ef	ef				ac	
Milkshake	686	408	158	119	312	374	191	217	70	88	51	68	131	418	131
	15%	25%	12%	7%	14%	17%	24%	27%	11%	14%	6%	9%	29%	18%	7%
		bc	c			a	cdef	cdef	e	ef			bc	c	
POP/Tiny Pop	541	295	131	114	260	281	145	150	57	74	58	57	77	335	129
	12%	18%	10%	7%	12%	12%	18%	19%	9%	11%	7%	7%	17%	15%	7%
		bc	c				cdef	cdef		ef			c	c	
SUMMARY															
ANY OF THESE CHILDREN'S TV CHANNELS	2469	1179	734	556	1233	1237	586	593	370	364	277	280	344	1477	635
	55%	73%	57%	35%	55%	55%	73%	74%	58%	57%	34%	35%	76%	65%	36%
		bc	c				cdef	cdef	ef	ef			bc	c	
NONE OF THESE	2031	428	551	1051	1017	1013	218	211	273	278	527	524	109	785	1122
	45%	27%	43%	65%	45%	45%	27%	26%	42%	43%	66%	65%	24%	35%	64%
			a	ab					ab	ab	abcd	abcd		a	ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 13

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
CBeebies	1129	961	78	54	37	355	288	226	254	1129	222	650	93	1129	-
	25%	26%	19%	24%	21%	28%	24%	24%	23%	47%	30%	34%	50%	37%	-%
		bd		b		bcd				bcef	f	f	bcef	bf	
Nickelodeon/Nick Jr	1117	940	84	50	43	425	247	226	211	794	248	692	103	926	190
	25%	25%	21%	23%	24%	34%	20%	24%	19%	33%	34%	37%	55%	30%	13%
		b				bcd		bd		f	f	aef	abcef	f	
Cartoon Network	927	783	81	37	26	380	197	178	168	640	239	625	96	787	140
	21%	21%	20%	17%	14%	30%	16%	19%	15%	27%	33%	33%	52%	26%	10%
		cd	d			bcd		d		f	aef	aef	abcef	f	
CBBC	834	714	62	36	22	294	228	145	167	834	241	532	87	834	-
	19%	19%	16%	16%	12%	24%	19%	16%	15%	35%	33%	28%	47%	27%	-%
		bd				bcd	d			cef	cef	f	abcef	f	
CITV	746	636	49	33	28	262	162	133	185	616	190	491	76	684	62
	17%	17%	12%	15%	16%	21%	13%	14%	17%	26%	26%	26%	41%	22%	4%
		b				bcd			b	ef	f	ef	abcef	f	
Milkshake	686	579	53	32	22	230	157	125	170	577	147	403	58	625	60
	15%	16%	13%	14%	12%	18%	13%	13%	16%	24%	20%	21%	31%	20%	4%
						bc				ef	f	f	bcef	f	
POP/Tiny Pop	541	462	35	25	19	203	111	95	131	444	133	369	80	494	47
	12%	12%	9%	11%	11%	16%	9%	10%	12%	18%	18%	19%	43%	16%	3%
		b				bcd			b	ef	f	ef	abcef	f	
SUMMARY															
ANY OF THESE CHILDREN'S TV CHANNELS	2469	2081	194	112	82	808	609	494	549	1869	487	1366	161	2140	330
	55%	56%	48%	50%	46%	65%	50%	53%	50%	78%	67%	72%	87%	70%	23%
		bcd				bcd				bcef	f	bf	abcef	f	
NONE OF THESE	2031	1618	207	110	96	440	610	437	538	539	242	528	25	920	1110
	45%	44%	52%	50%	54%	35%	50%	47%	50%	22%	33%	28%	13%	30%	77%
			a	a	a		a	a	a	d	acd	ad		ad	abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 13

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
CBeebies	1129	1129	409	1129	-	120	365	372	757	444	441	792	274	63
	25%	100%	49%	73%	-%	31%	29%	29%	24%	20%	24%	32%	17%	15%
		bcd	d	bd		d	d	d			a	bc		
Nickelodeon/Nick Jr	1117	467	375	622	495	175	533	540	577	656	334	769	284	64
	25%	41%	45%	40%	17%	46%	43%	42%	18%	30%	18%	31%	18%	15%
		d	cd	d		d	d	d		b		bc		
Cartoon Network	927	350	324	481	446	182	498	505	422	607	240	656	215	55
	21%	31%	39%	31%	15%	48%	40%	40%	13%	28%	13%	27%	13%	13%
		d	acd	d		bcd	d	d		b		bc		
CBBC	834	409	834	834	-	159	456	459	374	532	212	634	169	31
	19%	36%	100%	54%	-%	42%	37%	36%	12%	25%	11%	26%	11%	7%
		d	acd	ad		d	d	d		b		bc		
CITV	746	349	390	515	231	127	407	410	336	472	204	514	187	44
	17%	31%	47%	33%	8%	33%	33%	32%	10%	22%	11%	21%	12%	10%
		d	acd	d		d	d	d		b		bc		
Milkshake	686	444	253	518	167	110	260	263	422	336	230	463	184	39
	15%	39%	30%	33%	6%	29%	21%	21%	13%	16%	12%	19%	11%	9%
		bcd	d	d		bcd	d	d		b		bc		
POP/Tiny Pop	541	342	245	402	139	110	284	289	251	303	155	395	112	33
	12%	30%	29%	26%	5%	29%	23%	23%	8%	14%	8%	16%	7%	8%
		cd	d	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE CHILDREN'S TV CHANNELS	2469	1129	834	1555	915	298	991	1004	1465	1263	864	1636	685	149
	55%	100%	100%	100%	31%	78%	79%	79%	45%	58%	47%	66%	43%	35%
		d	d	d		d	d	d		b		bc	c	
NONE OF THESE	2031	-	-	-	2031	84	260	274	1757	905	984	832	921	277
	45%	-%	-%	-%	69%	22%	21%	21%	55%	42%	53%	34%	57%	65%
					abc				abc		a		a	ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 13

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
CBeebies	1129	691	257	181	939	181	239	834
	25%	33%	16%	23%	24%	29%	24%	25%
		bc		b		a		
Nickelodeon/Nick Jr	1117	682	275	160	904	209	224	833
	25%	33%	17%	20%	23%	34%	22%	25%
		bc				a		
Cartoon Network	927	576	207	143	728	193	212	664
	21%	28%	13%	18%	19%	31%	21%	20%
		bc		b		a		
CBBC	834	576	140	118	686	143	189	597
	19%	28%	9%	15%	18%	23%	19%	18%
		bc		b		a		
CITV	746	457	181	108	621	119	166	528
	17%	22%	11%	14%	16%	19%	17%	16%
		bc						
Milkshake	686	415	168	102	608	76	144	508
	15%	20%	10%	13%	16%	12%	14%	15%
		bc						
POP/Tiny Pop	541	346	132	62	426	110	116	392
	12%	17%	8%	8%	11%	18%	12%	12%
		bc				a		
SUMMARY								
ANY OF THESE CHILDREN'S TV CHANNELS	2469	1431	654	385	2046	408	546	1792
	55%	69%	40%	48%	53%	66%	54%	55%
		bc		b		a		
NONE OF THESE	2031	654	967	409	1812	210	457	1493
	45%	31%	60%	52%	47%	34%	46%	45%
			ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 14

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Nickelodeon/Nick Jr	1315	535	406	373	674	641	281	255	206	201	187	186	138	747	421
	29%	33%	32%	23%	30%	28%	35%	32%	32%	31%	23%	23%	31%	33%	24%
		c	c				ef	ef	ef	ef			c	c	
CBeebies	1312	889	248	176	624	688	424	464	114	134	86	90	316	795	196
	29%	55%	19%	11%	28%	31%	53%	58%	18%	21%	11%	11%	70%	35%	11%
		bc	c				cdef	cdef	ef	ef			bc	c	
Cartoon Network	1087	361	360	367	611	476	202	159	216	144	193	174	76	599	406
	24%	22%	28%	23%	27%	21%	25%	20%	34%	22%	24%	22%	17%	26%	23%
			ac		b		b		abdef					ac	a
CBBC	982	378	358	245	463	519	186	192	163	196	114	132	84	607	286
	22%	24%	28%	15%	21%	23%	23%	24%	25%	30%	14%	16%	19%	27%	16%
		c	ac				ef	ef	ef	abcef				ac	
CITV	892	346	314	233	449	443	179	167	153	161	117	115	67	544	276
	20%	22%	24%	14%	20%	20%	22%	21%	24%	25%	15%	14%	15%	24%	16%
		c	c				ef	ef	ef	ef				ac	
Milkshake	823	490	185	149	381	442	234	256	82	102	65	84	167	490	161
	18%	31%	14%	9%	17%	20%	29%	32%	13%	16%	8%	10%	37%	22%	9%
		bc	c			a	cdef	cdef	e	ef			bc	c	
POP/Tiny Pop	643	341	168	133	310	333	169	172	74	95	67	66	91	392	155
	14%	21%	13%	8%	14%	15%	21%	21%	11%	15%	8%	8%	20%	17%	9%
		bc	c				cdef	cdef	f	ef			c	c	
SUMMARY															
ANY OF THESE CHILDREN'S TV CHANNELS	2798	1310	838	649	1392	1406	648	662	421	418	323	326	384	1657	741
	62%	82%	65%	40%	62%	62%	81%	82%	65%	65%	40%	41%	85%	73%	42%
		bc	c				cdef	cdef	ef	ef			bc	c	
NONE OF THESE	1702	297	447	958	858	844	155	142	222	225	480	477	68	605	1016
	38%	18%	35%	60%	38%	38%	19%	18%	35%	35%	60%	59%	15%	27%	58%
			a	ab					ab	ab	abcd	abcd		a	ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 14

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Nickelodeon/Nick Jr	1315	1105	101	61	49	479	314	256	260	887	282	778	108	1063	252
	29%	30%	25%	27%	28%	38%	26%	27%	24%	37%	39%	41%	58%	35%	17%
		b				bcd				f	f	aef	abcef	f	
CBeebies	1312	1109	94	65	45	416	331	263	295	1208	252	717	101	1239	73
	29%	30%	23%	29%	25%	33%	27%	28%	27%	50%	35%	38%	54%	41%	5%
		b		b		bcd				bcef	f	f	bcef	bf	
Cartoon Network	1087	923	91	43	30	424	238	214	206	722	267	703	106	900	187
	24%	25%	23%	19%	17%	34%	20%	23%	19%	30%	37%	37%	57%	29%	13%
		cd	d			bcd		d		f	aef	aef	abcef	f	
CBBC	982	841	72	42	28	343	267	173	196	921	277	603	95	948	34
	22%	23%	18%	19%	16%	28%	22%	19%	18%	38%	38%	32%	51%	31%	2%
		bcd				bcd	d			cef	cef	f	abcef	f	
CITV	892	765	57	38	33	297	207	163	222	704	222	564	83	794	98
	20%	21%	14%	17%	18%	24%	17%	17%	20%	29%	30%	30%	45%	26%	7%
		bc				bc			b	ef	ef	ef	abcef	f	
Milkshake	823	696	64	36	27	261	197	155	205	671	166	467	64	731	92
	18%	19%	16%	16%	15%	21%	16%	17%	19%	28%	23%	25%	34%	24%	6%
						bc				bcef	f	f	bcef	f	
POP/Tiny Pop	643	548	41	31	23	234	135	111	162	519	148	426	80	581	62
	14%	15%	10%	14%	13%	19%	11%	12%	15%	22%	20%	22%	43%	19%	4%
		b				bcd			b	ef	f	ef	abcef	f	
SUMMARY															
ANY OF THESE CHILDREN'S TV CHANNELS	2798	2351	221	131	94	884	712	565	627	1950	529	1462	166	2301	497
	62%	64%	55%	59%	53%	71%	58%	61%	58%	81%	73%	77%	89%	75%	35%
		bcd				bcd				bcef	f	bf	abcef	f	
NONE OF THESE	1702	1347	179	92	84	363	507	366	460	457	200	432	20	759	943
	38%	36%	45%	41%	47%	29%	42%	39%	42%	19%	27%	23%	11%	25%	65%
			a	a	a		a	a	a	d	acd	ad		ad	abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 14

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Nickelodeon/Nick Jr	1315 29%	504 45%	412 49%	686 44%	629 21%	193 51%	591 47%	600 47%	715 22%	759 35%	415 22%	881 36%	353 22%	81 19%
		d	cd	d		d	d	d		b		bc		
CBeebies	1312 29%	1129 100%	444 53%	1165 75%	148 5%	135 35%	413 33%	420 33%	893 28%	512 24%	530 29%	896 36%	332 21%	84 20%
		bcd	d	bd		d	d	d		a		bc		
Cartoon Network	1087 24%	392 35%	355 43%	540 35%	547 19%	199 52%	550 44%	559 44%	528 16%	703 32%	287 16%	746 30%	270 17%	71 17%
		d	acd	d		bcd	d	d		b		bc		
CBBC	982 22%	438 39%	834 100%	863 55%	119 4%	180 47%	510 41%	513 40%	469 15%	622 29%	256 14%	735 30%	207 13%	40 9%
		d	acd	ad		bcd	d	d		b		bc		
CITV	892 20%	386 34%	432 52%	576 37%	316 11%	140 37%	453 36%	456 36%	436 14%	553 26%	258 14%	605 25%	228 14%	59 14%
		d	acd	d		d	d	d		b		bc		
Milkshake	823 18%	508 45%	293 35%	597 38%	227 8%	122 32%	293 23%	297 23%	526 16%	387 18%	285 15%	544 22%	223 14%	57 13%
		bcd	d	d		bcd	d	d				bc		
POP/Tiny Pop	643 14%	385 34%	283 34%	465 30%	177 6%	127 33%	325 26%	331 26%	311 10%	357 16%	196 11%	458 19%	146 9%	38 9%
		cd	d	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE CHILDREN'S TV CHANNELS	2798 62%	1129 100%	834 100%	1555 100%	1243 42%	318 83%	1053 84%	1069 84%	1729 54%	1409 65%	1007 55%	1790 73%	819 51%	188 44%
		d	d	d		d	d	d		b		bc	c	
NONE OF THESE	1702 38%	- -%	- -%	- -%	1702 58%	64 17%	198 16%	209 16%	1493 46%	759 35%	841 45%	677 27%	787 49%	238 56%
					abc				abc		a		a	ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 14

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Nickelodeon/Nick Jr	1315	784	342	190	1062	248	290	961
	29%	38%	21%	24%	28%	40%	29%	29%
		bc				a		
CBeebies	1312	768	323	221	1097	204	277	972
	29%	37%	20%	28%	28%	33%	28%	30%
		bc		b		a		
Cartoon Network	1087	655	258	174	849	233	261	770
	24%	31%	16%	22%	22%	38%	26%	23%
		bc		b		a		
CBBC	982	658	171	152	806	171	224	701
	22%	32%	11%	19%	21%	28%	22%	21%
		bc		b		a		
CITV	892	531	227	134	744	141	202	630
	20%	25%	14%	17%	19%	23%	20%	19%
		bc						
Milkshake	823	481	212	131	720	100	183	599
	18%	23%	13%	16%	19%	16%	18%	18%
		bc		b				
POP/Tiny Pop	643	411	148	83	498	139	149	451
	14%	20%	9%	10%	13%	23%	15%	14%
		bc				a		
SUMMARY								
ANY OF THESE CHILDREN'S TV CHANNELS	2798	1557	778	462	2321	461	626	2027
	62%	75%	48%	58%	60%	75%	62%	62%
		bc		b		a		
NONE OF THESE	1702	528	843	331	1537	157	376	1258
	38%	25%	52%	42%	40%	25%	38%	38%
			ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 15

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Any Heart radio station	961	270	295	396	428	534	121	149	133	162	173	223	59	468	428
	21%	17%	23%	25%	19%	24%	15%	19%	21%	25%	22%	28%	13%	21%	24%
			a	a		a			a	ab	a	abce		a	ab
Any Capital radio station	939	222	277	440	419	520	92	130	139	138	188	252	48	403	483
	21%	14%	22%	27%	19%	23%	11%	16%	22%	21%	23%	31%	11%	18%	27%
			a	ab		a		a	ab	ab	ab	abcde		a	ab
Any BBC radio stations - Like BBC Radio 1, BBC Radio 2	729	220	181	328	373	356	109	111	98	83	166	162	44	322	360
	16%	14%	14%	20%	17%	16%	14%	14%	15%	13%	21%	20%	10%	14%	21%
				ab							abcd	abcd		a	ab
Any Kiss radio station	624	141	195	288	263	361	68	73	82	112	112	176	29	274	315
	14%	9%	15%	18%	12%	16%	8%	9%	13%	17%	14%	22%	6%	12%	18%
			a	a		a			ab	abc	ab	abcde		a	ab
Any Absolute radio station	323	101	79	142	161	162	57	44	38	41	65	77	20	148	154
	7%	6%	6%	9%	7%	7%	7%	5%	6%	6%	8%	10%	4%	7%	9%
				ab								bcd			ab
Any Smooth radio station	310	101	63	146	160	150	54	46	34	29	71	75	27	125	157
	7%	6%	5%	9%	7%	7%	7%	6%	5%	4%	9%	9%	6%	6%	9%
				ab							bcd	bcd			b
Any Magic radio station	285	95	67	124	133	153	40	54	36	31	56	67	22	133	131
	6%	6%	5%	8%	6%	7%	5%	7%	6%	5%	7%	8%	5%	6%	7%
				b								ad			
SUMMARY															
ANY OF THESE RADIO STATIONS	2332	658	686	988	1110	1222	313	345	338	348	460	529	146	1094	1082
	52%	41%	53%	61%	49%	54%	39%	43%	53%	54%	57%	66%	32%	48%	62%
			a	ab		a			ab	ab	ab	abcde		a	ab
NONE OF THESE	2168	949	600	619	1140	1028	491	459	305	295	344	275	307	1168	675
	48%	59%	47%	39%	51%	46%	61%	57%	47%	46%	43%	34%	68%	52%	38%
		bc	c		b		cdef	cdef	f	f	f		bc	c	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 15

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

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

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Any Heart radio station	961	846	47	59	9	332	246	193	189	609	231	560	80	756	206
	21%	23%	12%	27%	5%	27%	20%	21%	17%	25%	32%	30%	43%	25%	14%
		bd	d	bd		bcd				f	aef	aef	abcef	f	
Any Capital radio station	939	811	77	40	11	318	240	173	205	599	216	558	85	747	192
	21%	22%	19%	18%	6%	26%	20%	19%	19%	25%	30%	29%	46%	24%	13%
		cd	d	d		bcd				f	aef	aef	abcef	f	
Any BBC radio stations - Like BBC Radio 1, BBC Radio 2	729	611	57	30	31	307	191	136	95	542	729	467	104	729	-
	16%	17%	14%	14%	18%	25%	16%	15%	9%	23%	100%	25%	56%	24%	-%
						bcd	d	d		f	acdef	f	acef	f	
Any Kiss radio station	624	564	20	24	16	225	128	137	133	405	168	393	83	505	118
	14%	15%	5%	11%	9%	18%	10%	15%	12%	17%	23%	21%	44%	17%	8%
		bcd		b	b	bd		b		f	aef	aef	abcef	f	
Any Absolute radio station	323	281	27	8	8	167	63	59	34	264	115	251	70	293	30
	7%	8%	7%	3%	4%	13%	5%	6%	3%	11%	16%	13%	38%	10%	2%
		cd	c			bcd	d	d		f	aef	aef	abcef	f	
Any Smooth radio station	310	274	26	6	4	153	66	51	39	247	125	233	69	277	33
	7%	7%	6%	3%	2%	12%	5%	6%	4%	10%	17%	12%	37%	9%	2%
		cd	cd			bcd				f	acef	ef	abcef	f	
Any Magic radio station	285	251	19	7	8	133	65	48	39	216	98	220	75	253	33
	6%	7%	5%	3%	5%	11%	5%	5%	4%	9%	14%	12%	40%	8%	2%
		c				bcd				f	aef	aef	abcef	f	
SUMMARY															
ANY OF THESE RADIO STATIONS	2332	2002	164	111	54	789	609	472	457	1454	729	1312	179	1888	444
	52%	54%	41%	50%	31%	63%	50%	51%	42%	60%	100%	69%	96%	62%	31%
		bd	d	bd		bcd	d	d		f	acdef	aef	acef	f	
NONE OF THESE	2168	1696	236	112	124	458	611	460	630	953	-	582	7	1172	996
	48%	46%	59%	50%	69%	37%	50%	49%	58%	40%	-%	31%	4%	38%	69%
			ac		abc		a	a	abc	bcd		bd	b	bcd	abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 15

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Any Heart radio station	961	291	271	411	550	147	422	426	535	584	312	641	270	50
	21%	26%	32%	26%	19%	38%	34%	33%	17%	27%	17%	26%	17%	12%
		d	acd	d		d	d	d		b		bc	c	
Any Capital radio station	939	275	266	401	539	158	392	401	538	612	261	625	262	52
	21%	24%	32%	26%	18%	41%	31%	31%	17%	28%	14%	25%	16%	12%
		d	acd	d		bcd	d	d		b		bc	c	
Any BBC radio stations - Like BBC Radio 1, BBC Radio 2	729	222	241	339	390	139	338	345	384	446	240	575	135	20
	16%	20%	29%	22%	13%	36%	27%	27%	12%	21%	13%	23%	8%	5%
		d	acd	d		bcd	d	d		b		bc	c	
Any Kiss radio station	624	195	187	276	348	117	302	303	321	416	163	427	160	36
	14%	17%	22%	18%	12%	31%	24%	24%	10%	19%	9%	17%	10%	9%
		d	acd	d		bcd	d	d		b		bc		
Any Absolute radio station	323	135	150	192	131	95	216	221	102	230	65	243	63	17
	7%	12%	18%	12%	4%	25%	17%	17%	3%	11%	3%	10%	4%	4%
		d	acd	d		bcd	d	d		b		bc		
Any Smooth radio station	310	131	139	185	125	88	203	207	103	225	61	233	66	11
	7%	12%	17%	12%	4%	23%	16%	16%	3%	10%	3%	9%	4%	3%
		d	acd	d		bcd	d	d		b		bc		
Any Magic radio station	285	124	123	169	116	81	190	193	92	197	61	225	51	9
	6%	11%	15%	11%	4%	21%	15%	15%	3%	9%	3%	9%	3%	2%
		d	acd	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE RADIO STATIONS	2332	605	567	899	1433	298	948	964	1368	1388	772	1519	683	129
	52%	54%	68%	58%	49%	78%	76%	75%	42%	64%	42%	62%	43%	30%
		d	acd	ad		d	d	d		b		bc	c	
NONE OF THESE	2168	525	267	656	1512	84	302	313	1855	781	1075	948	923	297
	48%	46%	32%	42%	51%	22%	24%	25%	58%	36%	58%	38%	57%	70%
		bc		b	abc				abc		a		a	ab

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

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

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

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Any Heart radio station	961	560	257	144	841	119	238	680
	21%	27%	16%	18%	22%	19%	24%	21%
		bc						
Any Capital radio station	939	542	251	147	798	137	238	662
	21%	26%	15%	18%	21%	22%	24%	20%
		bc					b	
Any BBC radio stations - Like BBC Radio 1, BBC Radio 2	729	501	139	89	637	90	156	531
	16%	24%	9%	11%	17%	15%	16%	16%
		bc		b				
Any Kiss radio station	624	384	158	82	518	105	150	445
	14%	18%	10%	10%	13%	17%	15%	14%
		bc				a		
Any Absolute radio station	323	231	65	26	272	51	74	233
	7%	11%	4%	3%	7%	8%	7%	7%
		bc						
Any Smooth radio station	310	221	56	33	246	64	88	212
	7%	11%	3%	4%	6%	10%	9%	6%
		bc				a	b	
Any Magic radio station	285	207	52	26	241	45	80	196
	6%	10%	3%	3%	6%	7%	8%	6%
		bc					b	
SUMMARY								
ANY OF THESE RADIO STATIONS	2332	1353	631	348	2029	295	567	1649
	52%	65%	39%	44%	53%	48%	57%	50%
		bc		b			b	
NONE OF THESE	2168	732	990	446	1829	323	436	1637
	48%	35%	61%	56%	47%	52%	43%	50%
			ac	a				a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 16

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Any Heart radio station	1099	309	328	462	490	609	140	169	149	179	202	261	65	527	501
	24%	19%	26%	29%	22%	27%	17%	21%	23%	28%	25%	32%	14%	23%	28%
			a	a		a			a	ab	a	abce		a	ab
Any Capital radio station	1028	253	302	474	458	570	108	145	150	152	200	274	57	444	520
	23%	16%	23%	29%	20%	25%	13%	18%	23%	24%	25%	34%	13%	20%	30%
			a	ab		a		a	ab	ab	ab	abcde		a	ab
Any BBC radio stations - Like BBC Radio 1, BBC Radio 2	805	238	210	357	413	392	120	117	115	96	178	179	49	360	393
	18%	15%	16%	22%	18%	17%	15%	15%	18%	15%	22%	22%	11%	16%	22%
				ab							abd	abcd		a	ab
Any Kiss radio station	713	168	213	332	300	412	80	89	90	123	130	201	33	312	361
	16%	10%	17%	21%	13%	18%	10%	11%	14%	19%	16%	25%	7%	14%	21%
			a	ab		a			a	abc	ab	abcde		a	ab
Any Absolute radio station	359	112	87	160	179	180	62	50	41	46	77	83	25	158	174
	8%	7%	7%	10%	8%	8%	8%	6%	6%	7%	10%	10%	5%	7%	10%
				ab							bc	bcd			ab
Any Smooth radio station	351	110	75	166	183	168	61	49	39	36	84	82	27	145	178
	8%	7%	6%	10%	8%	7%	8%	6%	6%	6%	10%	10%	6%	6%	10%
				ab							bcd	bcd			ab
Any Magic radio station	329	102	83	144	146	183	43	58	38	45	65	79	22	153	153
	7%	6%	6%	9%	6%	8%	5%	7%	6%	7%	8%	10%	5%	7%	9%
				ab								ac			ab
SUMMARY															
ANY OF THESE RADIO STATIONS	2494	709	734	1051	1188	1306	341	368	360	374	488	563	160	1174	1149
	55%	44%	57%	65%	53%	58%	42%	46%	56%	58%	61%	70%	35%	52%	65%
			a	ab		a			ab	ab	ab	abcde		a	ab
NONE OF THESE	2006	898	552	556	1062	944	463	435	283	269	316	240	293	1088	608
	45%	56%	43%	35%	47%	42%	58%	54%	44%	42%	39%	30%	65%	48%	35%
		bc	c		b		cdef	cdef	f	f	f		bc	c	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 16

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Any Heart radio station	1099	968	52	70	9	378	282	218	220	686	253	635	92	858	242
	24%	26%	13%	31%	5%	30%	23%	23%	20%	29%	35%	34%	49%	28%	17%
		bd	d	abd		bcd				f	aef	aef	abcef	f	
Any Capital radio station	1028	886	85	43	13	341	256	198	229	648	238	605	90	814	214
	23%	24%	21%	19%	8%	27%	21%	21%	21%	27%	33%	32%	48%	27%	15%
		cd	d	d		bcd				f	aef	aef	abcef	f	
Any BBC radio stations - Like BBC Radio 1, BBC Radio 2	805	673	62	36	34	345	206	148	105	594	729	516	108	794	11
	18%	18%	15%	16%	19%	28%	17%	16%	10%	25%	100%	27%	58%	26%	1%
						bcd	d	d		f	acdef	f	acef	f	
Any Kiss radio station	713	641	25	29	17	249	150	155	156	450	184	440	84	566	147
	16%	17%	6%	13%	10%	20%	12%	17%	14%	19%	25%	23%	45%	18%	10%
		bcd		b	b	bd		b		f	aef	aef	abcef	f	
Any Absolute radio station	359	313	29	9	8	183	67	66	43	284	127	276	75	325	34
	8%	8%	7%	4%	5%	15%	5%	7%	4%	12%	17%	15%	40%	11%	2%
		cd	c			bcd		d		f	aef	aef	abcef	f	
Any Smooth radio station	351	310	29	8	4	171	75	56	48	268	132	262	73	309	42
	8%	8%	7%	4%	2%	14%	6%	6%	4%	11%	18%	14%	39%	10%	3%
		cd	cd			bcd				f	acef	aef	abcef	f	
Any Magic radio station	329	289	20	9	10	152	74	55	47	248	108	255	76	292	37
	7%	8%	5%	4%	6%	12%	6%	6%	4%	10%	15%	13%	41%	10%	3%
		bc				bcd				f	aef	aef	abcef	f	
SUMMARY															
ANY OF THESE RADIO STATIONS	2494	2138	177	121	58	837	650	500	501	1524	729	1377	182	1985	509
	55%	58%	44%	54%	33%	67%	53%	54%	46%	63%	100%	73%	98%	65%	35%
		bd	d	bd		bcd	d	d		f	acdef	aef	acef	f	
NONE OF THESE	2006	1561	224	102	120	410	569	432	585	883	-	517	4	1074	932
	45%	42%	56%	46%	67%	33%	47%	46%	54%	37%	-%	27%	2%	35%	65%
			ac		abc		a	a	abc	bcd		bd	b	bcd	abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 16

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Any Heart radio station	1099	324	303	461	638	164	472	477	622	669	359	723	312	64
	24%	29%	36%	30%	22%	43%	38%	37%	19%	31%	19%	29%	19%	15%
		d	acd	d		d	d	d		b		bc		
Any Capital radio station	1028	297	292	436	593	168	428	437	591	666	282	682	287	59
	23%	26%	35%	28%	20%	44%	34%	34%	18%	31%	15%	28%	18%	14%
		d	acd	d		bcd	d	d		b		bc		
Any BBC radio stations - Like BBC Radio 1, BBC Radio 2	805	240	262	368	437	157	375	383	422	498	259	626	153	26
	18%	21%	31%	24%	15%	41%	30%	30%	13%	23%	14%	25%	10%	6%
		d	acd	d		bcd	d	d		b		bc	c	
Any Kiss radio station	713	217	204	306	407	130	340	341	371	478	189	485	187	40
	16%	19%	25%	20%	14%	34%	27%	27%	12%	22%	10%	20%	12%	9%
		d	acd	d		bcd	d	d		b		bc		
Any Absolute radio station	359	142	160	203	156	101	238	243	116	253	73	265	75	19
	8%	13%	19%	13%	5%	27%	19%	19%	4%	12%	4%	11%	5%	5%
		d	acd	d		bcd	d	d		b		bc		
Any Smooth radio station	351	136	149	198	153	93	226	230	121	256	69	262	74	15
	8%	12%	18%	13%	5%	24%	18%	18%	4%	12%	4%	11%	5%	4%
		d	acd	d		bcd	d	d		b		bc		
Any Magic radio station	329	136	140	190	139	89	209	215	113	232	68	259	59	11
	7%	12%	17%	12%	5%	23%	17%	17%	4%	11%	4%	10%	4%	3%
		d	acd	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE RADIO STATIONS	2494	638	591	942	1552	309	990	1009	1484	1474	831	1610	736	147
	55%	56%	71%	61%	53%	81%	79%	79%	46%	68%	45%	65%	46%	35%
		d	acd	d		d	d	d		b		bc	c	
NONE OF THESE	2006	492	242	613	1393	73	261	268	1738	695	1017	857	870	279
	45%	44%	29%	39%	47%	19%	21%	21%	54%	32%	55%	35%	54%	65%
		b		b	abc				abc		a		a	ab

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

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

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

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Any Heart radio station	1099	643	297	159	948	150	281	769
	24%	31%	18%	20%	25%	24%	28%	23%
		bc					b	
Any Capital radio station	1028	593	279	156	872	152	264	721
	23%	28%	17%	20%	23%	25%	26%	22%
		bc					b	
Any BBC radio stations - Like BBC Radio 1, BBC Radio 2	805	551	153	101	692	110	183	573
	18%	26%	9%	13%	18%	18%	18%	17%
		bc		b				
Any Kiss radio station	713	435	178	99	589	123	172	505
	16%	21%	11%	13%	15%	20%	17%	15%
		bc				a		
Any Absolute radio station	359	257	73	29	303	55	87	256
	8%	12%	4%	4%	8%	9%	9%	8%
		bc						
Any Smooth radio station	351	250	65	36	281	70	105	235
	8%	12%	4%	4%	7%	11%	10%	7%
		bc				a	b	
Any Magic radio station	329	240	56	33	274	55	94	222
	7%	11%	3%	4%	7%	9%	9%	7%
		bc					b	
SUMMARY								
ANY OF THESE RADIO STATIONS	2494	1437	687	370	2159	328	603	1767
	55%	69%	42%	47%	56%	53%	60%	54%
		bc					b	
NONE OF THESE	2006	648	934	424	1699	290	400	1519
	45%	31%	58%	53%	44%	47%	40%	46%
			a	a				a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 17

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	2419	641	823	955	1154	1265	304	337	406	417	444	511	164	1185	1059
Effective Weighted Sample	2066	556	705	823	987	1079	267	289	347	358	383	441	140	1008	912
Total	2494	709	734	1051	1188	1306	341	368	360	374	488	563	160	1174	1149
Radio set (DAB/FM/AM at home or in a car)	1670	503	526	641	788	882	245	258	244	282	299	341	111	842	708
	67%	71%	72%	61%	66%	68%	72%	70%	68%	75%	61%	61%	69%	72%	62%
		c	c				ef	ef	f	cef				c	
Mobile phone	917	207	190	521	432	486	105	101	92	98	234	287	42	312	557
	37%	29%	26%	50%	36%	37%	31%	27%	26%	26%	48%	51%	27%	27%	48%
				ab							abcd	abcd			ab
Smart speaker (like Alexa or Google Home)	894	258	237	399	407	487	122	136	111	125	173	226	66	388	434
	36%	36%	32%	38%	34%	37%	36%	37%	31%	34%	36%	40%	42%	33%	38%
				b								c	b		b
TV set	292	81	75	137	126	167	38	42	34	41	54	83	18	124	147
	12%	11%	10%	13%	11%	13%	11%	12%	9%	11%	11%	15%	11%	11%	13%
												c			
Tablet (like an iPad)	289	83	80	126	138	151	45	38	39	41	54	72	17	135	137
	12%	12%	11%	12%	12%	12%	13%	10%	11%	11%	11%	13%	11%	12%	12%
Laptop	217	47	60	111	112	105	26	20	33	27	53	57	8	88	120
	9%	7%	8%	11%	9%	8%	8%	6%	9%	7%	11%	10%	5%	8%	10%
				a							b	b			ab
Desktop computer	151	48	34	69	93	57	29	19	22	11	42	27	4	67	79
	6%	7%	5%	7%	8%	4%	9%	5%	6%	3%	9%	5%	3%	6%	7%
					b		df		d		df				
Any other device	4	2	1	1	2	2	2	-	-	1	-	1	-	3	1
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%
Don't know	17	5	8	4	7	10	2	3	3	5	2	1	1	10	6
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 17

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	2419	1727	263	329	100	801	623	498	491	1438	706	1293	161	1902	517
Effective Weighted Sample	2066	1627	258	328	99	690	535	414	423	1242	604	1103	137	1629	438
Total	2494	2138	177	121	58	837	650	500	501	1524	729	1377	182	1985	509
Radio set (DAB/FM/AM at home or in a car)	1670	1425	126	81	38	592	432	333	309	1035	536	897	137	1336	334
	67%	67%	71%	67%	65%	71% d	66%	67%	62%	68%	73% acef	65%	75% cf	67%	66%
Mobile phone	917	805	55	36	22	361	202	183	170	632	305	681	127	809	108
	37%	38% bc	31%	29%	38%	43% bcd	31%	37%	34%	41% f	42% f	49% abef	70% abcef	41% f	21%
Smart speaker (like Alexa or Google Home)	894	762	68	45	20	319	258	161	154	561	283	506	86	719	175
	36%	36%	38%	37%	34%	38% d	40% cd	32%	31%	37%	39%	37%	47% acef	36%	34%
TV set	292	254	20	11	8	109	51	56	76	227	106	216	56	265	28
	12%	12%	12%	9%	14%	13% b	8%	11%	15% b	15% f	15% f	16% f	31% abcef	13% f	5%
Tablet (like an iPad)	289	252	19	10	8	126	50	51	62	226	110	236	62	268	22
	12%	12%	11%	8%	14%	15% bc	8%	10%	12% b	15% f	15% f	17% ef	34% abcef	13% f	4%
Laptop	217	198	10	4	5	100	37	46	34	181	95	191	55	210	7
	9%	9% c	6%	4%	9% c	12% bd	6%	9% b	7%	12% f	13% f	14% ef	30% abcef	11% f	1%
Desktop computer	151	133	9	3	5	95	23	24	9	122	75	141	47	146	5
	6%	6% c	5%	3%	8% c	11% bcd	4%	5% d	2%	8% f	10% ef	10% ef	26% abcef	7% f	1%
Any other device	4	4	-	-	-	-	2	2	-	4	1	4	1	4	-
	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%	1%	*%	-%
Don't know	17	15	-	1	1	3	2	4	5	5	3	10	-	12	5
	1%	1%	-%	1%	2% b	*%	*%	1%	1%	*%	*%	1%	-%	1%	1%
Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f															

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 17

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

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2419	591	557	883	1536	292	912	933	1486	1404	822	1518	750	151
Effective Weighted Sample	2066	510	478	760	1307	247	781	800	1269	1197	706	1305	637	126
Total	2494	638	591	942	1552	309	990	1009	1484	1474	831	1610	736	147
Radio set (DAB/FM/AM at home or in a car)	1670	444	413	649	1021	231	662	671	999	969	580	1075	500	95
	67%	70%	70%	69%	66%	75%	67%	66%	67%	66%	70%	67%	68%	64%
						bcd								
Mobile phone	917	268	279	404	513	182	536	547	370	651	202	664	205	49
	37%	42%	47%	43%	33%	59%	54%	54%	25%	44%	24%	41%	28%	33%
		d	d	d		d	d	d		b		b		
Smart speaker (like Alexa or Google Home)	894	271	225	363	531	139	331	339	555	530	289	593	252	50
	36%	42%	38%	39%	34%	45%	33%	34%	37%	36%	35%	37%	34%	34%
		d		d		bcd								
TV set	292	121	114	165	127	82	170	171	122	194	73	231	52	10
	12%	19%	19%	18%	8%	27%	17%	17%	8%	13%	9%	14%	7%	7%
		d	d	d		bcd	d	d		b		bc		
Tablet (like an iPad)	289	126	117	171	119	87	195	200	89	215	52	222	59	9
	12%	20%	20%	18%	8%	28%	20%	20%	6%	15%	6%	14%	8%	6%
		d	d	d		bcd	d	d		b		bc		
Laptop	217	83	95	120	97	77	164	167	50	170	33	184	27	6
	9%	13%	16%	13%	6%	25%	17%	17%	3%	12%	4%	11%	4%	4%
		d	d	d		bcd	d	d		b		bc		
Desktop computer	151	57	70	83	67	60	128	130	21	127	15	136	8	6
	6%	9%	12%	9%	4%	19%	13%	13%	1%	9%	2%	8%	1%	4%
		d	d	d		bcd	d	d		b		b		b
Any other device	4	1	2	3	1	-	2	2	2	2	2	3	1	-
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%
Don't know	17	2	-	2	15	2	6	6	11	10	6	9	8	*
	1%	*%	-%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%
					b									

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

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

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

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

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	2419	1351	695	373	2140	270	575	1726
Effective Weighted Sample	2066	1158	593	317	1824	240	494	1472
Total	2494	1437	687	370	2159	328	603	1767
Radio set (DAB/FM/AM at home or in a car)	1670	959	469	242	1453	214	382	1209
	67%	67%	68%	65%	67%	65%	63%	68%
								a
Mobile phone	917	621	191	106	747	167	254	618
	37%	43%	28%	29%	35%	51%	42%	35%
		bc				a	b	
Smart speaker (like Alexa or Google Home)	894	510	237	147	805	86	211	643
	36%	35%	34%	40%	37%	26%	35%	36%
					b			
TV set	292	204	53	36	242	50	81	198
	12%	14%	8%	10%	11%	15%	13%	11%
		bc						
Tablet (like an iPad)	289	215	49	25	238	51	74	201
	12%	15%	7%	7%	11%	16%	12%	11%
		bc				a		
Laptop	217	172	21	25	165	52	61	143
	9%	12%	3%	7%	8%	16%	10%	8%
		bc		b		a		
Desktop computer	151	125	12	13	118	33	40	107
	6%	9%	2%	4%	5%	10%	7%	6%
		bc				a		
Any other device	4	4	-	-	3	1	1	3
	*%	*%	-%	-%	*%	*%	*%	*%
Don't know	17	8	5	4	11	5	2	9
	1%	1%	1%	1%	*%	1%	*%	1%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 18

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
BBC Bitesize site/ app	716	149	225	342	343	372	72	77	117	107	154	188	19	320	373
	16%	9%	17%	21%	15%	17%	9%	10%	18%	17%	19%	23%	4%	14%	21%
			a	ab					ab	ab	ab	abcd		a	ab
CBeebies site/ app	659	412	134	113	317	342	199	212	57	77	60	53	121	411	124
	15%	26%	10%	7%	14%	15%	25%	26%	9%	12%	7%	7%	27%	18%	7%
		bc	c				cdef	cdef		ef			bc	c	
BBC News site/ app	547	94	110	344	291	256	52	42	63	46	176	168	16	164	366
	12%	6%	9%	21%	13%	11%	6%	5%	10%	7%	22%	21%	3%	7%	21%
			a	ab					ab		abcd	abcd		a	ab
BBC Sport site/ app	478	83	101	294	317	161	45	38	78	23	195	99	15	144	318
	11%	5%	8%	18%	14%	7%	6%	5%	12%	4%	24%	12%	3%	6%	18%
			a	ab	b				abd		abcdf	abd		a	ab
CBBC site	453	158	161	134	221	232	82	76	87	74	52	82	25	272	155
	10%	10%	12%	8%	10%	10%	10%	9%	14%	11%	6%	10%	6%	12%	9%
			ac				e	e	be	e		e		ac	a
BBC Newsround site	382	56	176	150	193	189	30	25	95	81	67	83	9	205	168
	8%	3%	14%	9%	9%	8%	4%	3%	15%	13%	8%	10%	2%	9%	10%
			ac	a					abef	abe	ab	ab		a	a
BBC Own It site/ app	158	45	32	80	93	65	31	15	17	15	45	35	4	66	88
	4%	3%	2%	5%	4%	3%	4%	2%	3%	2%	6%	4%	1%	3%	5%
				ab	b		b				bcd	bd		a	ab
SUMMARY															
ANY OF THESE SITES/ APPS	1894	599	536	758	990	904	297	302	288	248	404	354	149	915	821
	42%	37%	42%	47%	44%	40%	37%	38%	45%	39%	50%	44%	33%	40%	47%
			a	ab	b				abd		abcdf	abd		a	ab
NONE OF THESE	2606	1008	750	849	1260	1346	506	501	355	395	399	450	303	1348	936
	58%	63%	58%	53%	56%	60%	63%	62%	55%	61%	50%	56%	67%	60%	53%
		bc	c			a	cef	cef	e	cef		e	bc	c	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 18

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
BBC Bitesize site/ app	716	617	47	27	24	285	182	143	106	506	211	716	84	716	-
	16%	17%	12%	12%	13%	23%	15%	15%	10%	21%	29%	38%	45%	23%	-%
		bc				bcd	d	d		f	aef	abef	abef	f	
CBeebies site/ app	659	566	39	32	22	243	147	127	135	573	156	659	87	659	-
	15%	15%	10%	14%	13%	20%	12%	14%	12%	24%	21%	35%	47%	22%	-%
		b		b		bcd				f	f	abef	abcef	f	
BBC News site/ app	547	471	39	18	19	268	117	96	67	420	227	547	98	547	-
	12%	13%	10%	8%	11%	21%	10%	10%	6%	17%	31%	29%	52%	18%	-%
		bc				bcd	d	d		f	aef	aef	abcef	f	
BBC Sport site/ app	478	408	37	17	16	240	95	92	50	348	185	478	88	478	-
	11%	11%	9%	8%	9%	19%	8%	10%	5%	14%	25%	25%	47%	16%	-%
		c				bcd	d	d		f	aef	aef	abcef	f	
CBBC site	453	387	34	18	14	182	86	87	97	399	149	453	80	453	-
	10%	10%	9%	8%	8%	15%	7%	9%	9%	17%	20%	24%	43%	15%	-%
						bcd				f	aef	aef	abcef	f	
BBC Newsround site	382	321	38	14	9	173	80	63	65	281	139	382	64	382	-
	8%	9%	10%	6%	5%	14%	7%	7%	6%	12%	19%	20%	35%	12%	-%
		d	cd			bcd				f	aef	aef	abcef	f	
BBC Own It site/ app	158	143	9	2	3	103	23	26	5	131	80	158	58	158	-
	4%	4%	2%	1%	2%	8%	2%	3%	-%	5%	11%	8%	31%	5%	-%
		cd				bcd	d	d		f	aef	aef	abcef	f	
SUMMARY															
ANY OF THESE SITES/ APPS	1894	1600	149	84	61	700	462	376	349	1351	467	1894	161	1894	-
	42%	43%	37%	38%	35%	56%	38%	40%	32%	56%	64%	100%	87%	62%	-%
		bcd				bcd	d	d		f	af	abdef	abef	af	
NONE OF THESE	2606	2099	252	139	117	548	758	555	738	1057	262	-	25	1166	1440
	58%	57%	63%	62%	65%	44%	62%	60%	68%	44%	36%	-%	13%	38%	100%
			a	a	a		a	a	abc	bcde	cd		c	cd	abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 18

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
BBC Bitesize site/ app	716 16%	207 18%	238 29%	319 21%	396 13%	170 45%	398 32%	405 32%	310 10%	670 31%	31 2%	530 21%	155 10%	31 7%
		d	acd	d		bcd	d	d		b		bc		
CBeebies site/ app	659 15%	469 42%	240 29%	523 34%	135 5%	103 27%	310 25%	313 24%	346 11%	345 16%	212 11%	494 20%	129 8%	36 8%
		bcd	d	bd		d	d	d		b		bc		
BBC News site/ app	547 12%	154 14%	165 20%	218 14%	330 11%	126 33%	366 29%	376 29%	171 5%	435 20%	83 4%	447 18%	91 6%	9 2%
		d	acd	d		d	d	d		b		bc	c	
BBC Sport site/ app	478 11%	148 13%	154 18%	209 13%	269 9%	118 31%	293 23%	301 24%	177 6%	365 17%	96 5%	379 15%	88 5%	11 3%
		d	acd	d		bcd	d	d		b		bc	c	
CBBC site	453 10%	231 20%	293 35%	353 23%	100 3%	131 34%	334 27%	338 26%	115 4%	356 16%	65 4%	362 15%	78 5%	13 3%
		d	acd	d		bcd	d	d		b		bc		
BBC Newsround site	382 8%	120 11%	159 19%	201 13%	181 6%	382 100%	355 28%	382 30%	- -%	305 14%	56 3%	304 12%	68 4%	10 2%
		d	acd	d		bcd	d	d		b		bc		
BBC Own It site/ app	158 4%	80 7%	92 11%	114 7%	44 1%	70 18%	147 12%	148 12%	9 *%	145 7%	9 *%	143 6%	10 1%	5 1%
		d	acd	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE SITES/ APPS	1894 42%	650 58%	532 64%	907 58%	987 34%	382 100%	982 79%	1009 79%	885 27%	1339 62%	405 22%	1369 55%	448 28%	77 18%
		d	acd	d		bcd	d	d		b		bc	c	
NONE OF THESE	2606 58%	479 42%	302 36%	648 42%	1958 66%	- -%	269 21%	269 21%	2337 73%	829 38%	1443 78%	1099 45%	1158 72%	349 82%
		b		b	abc		a	a	abc		a		a	ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 18

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

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

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
BBC Bitesize site/ app	716	494	117	105	567	148	184	496
	16%	24%	7%	13%	15%	24%	18%	15%
		bc		b		a	b	
CBeebies site/ app	659	441	130	88	549	103	146	462
	15%	21%	8%	11%	14%	17%	15%	14%
		bc		b				
BBC News site/ app	547	426	66	55	427	119	143	370
	12%	20%	4%	7%	11%	19%	14%	11%
		bc		b		a	b	
BBC Sport site/ app	478	362	64	52	400	75	111	349
	11%	17%	4%	7%	10%	12%	11%	11%
		bc		b				
CBBC site	453	344	56	54	362	91	112	311
	10%	16%	3%	7%	9%	15%	11%	9%
		bc		b		a		
BBC Newsround site	382	276	54	52	300	80	101	273
	8%	13%	3%	7%	8%	13%	10%	8%
		bc		b		a		
BBC Own It site/ app	158	143	11	3	125	33	40	113
	4%	7%	1%	*%	3%	5%	4%	3%
		bc				a		
SUMMARY								
ANY OF THESE SITES/ APPS	1894	1268	356	269	1550	332	477	1309
	42%	61%	22%	34%	40%	54%	48%	40%
		bc		b		a	b	
NONE OF THESE	2606	817	1264	525	2309	286	526	1976
	58%	39%	78%	66%	60%	46%	52%	60%
			ac	a	b			a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 19

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
BBC Bitesize site/ app	1003	205	328	470	473	529	101	104	164	164	208	262	23	456	520
	22%	13%	26%	29%	21%	24%	13%	13%	26%	26%	26%	33%	5%	20%	30%
			a	ab					ab	ab	ab	abcde		a	ab
CBeebies site/ app	845	549	168	128	409	436	264	284	72	96	73	56	168	530	143
	19%	34%	13%	8%	18%	19%	33%	35%	11%	15%	9%	7%	37%	23%	8%
		bc	c				cdef	cdef	f	ef			bc	c	
BBC News site/ app	637	112	133	392	341	297	60	52	77	56	204	188	19	201	414
	14%	7%	10%	24%	15%	13%	7%	7%	12%	9%	25%	23%	4%	9%	24%
			a	ab					ab		abcd	abcd		a	ab
CBBC site	552	187	200	165	263	289	91	96	108	91	63	102	28	334	188
	12%	12%	16%	10%	12%	13%	11%	12%	17%	14%	8%	13%	6%	15%	11%
			ac				e	e	abef	e		e		ac	a
BBC Sport site/ app	529	94	113	322	348	181	50	44	85	28	214	108	17	163	347
	12%	6%	9%	20%	15%	8%	6%	6%	13%	4%	27%	14%	4%	7%	20%
			a	ab	b				abd		abcdf	abd		a	ab
BBC Newsround site	454	71	204	179	223	231	35	36	105	99	83	96	12	243	198
	10%	4%	16%	11%	10%	10%	4%	4%	16%	15%	10%	12%	3%	11%	11%
			ac	a					abef	abe	ab	ab		a	a
BBC Own It site/ app	173	51	36	86	103	70	35	16	20	16	49	37	6	74	93
	4%	3%	3%	5%	5%	3%	4%	2%	3%	3%	6%	5%	1%	3%	5%
				ab	b		b				bcd	bd		a	ab
SUMMARY															
ANY OF THESE SITES/ APPS	2317	772	646	899	1189	1127	379	393	340	306	471	428	196	1131	980
	51%	48%	50%	56%	53%	50%	47%	49%	53%	48%	59%	53%	43%	50%	56%
				ab					a		abcd	ad		a	ab
NONE OF THESE	2183	835	640	708	1061	1123	425	410	303	337	333	375	257	1131	777
	49%	52%	50%	44%	47%	50%	53%	51%	47%	52%	41%	47%	57%	50%	44%
		c	c				cef	e	e	ef			bc	c	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 19

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
BBC Bitesize site/ app	1003	858	67	41	36	369	274	213	147	644	253	806	89	897	106
	22%	23%	17%	19%	20%	30%	22%	23%	13%	27%	35%	43%	48%	29%	7%
		bc				bcd	d	d		f	aef	abef	abef	f	
CBeebies site/ app	845	721	55	40	29	303	204	162	169	715	189	693	93	809	37
	19%	20%	14%	18%	16%	24%	17%	17%	16%	30%	26%	37%	50%	26%	3%
		b		b		bcd				ef	f	abef	abcef	f	
BBC News site/ app	637	552	44	21	21	308	136	113	80	470	249	597	103	616	22
	14%	15%	11%	9%	12%	25%	11%	12%	7%	20%	34%	32%	55%	20%	2%
		bc				bcd	d	d		f	aef	aef	abcef	f	
CBBC site	552	470	43	21	17	207	118	107	120	470	167	500	86	536	16
	12%	13%	11%	9%	10%	17%	10%	11%	11%	20%	23%	26%	46%	18%	1%
		c				bcd				f	ef	aef	abcef	f	
BBC Sport site/ app	529	450	42	19	17	261	107	100	60	383	200	509	91	521	8
	12%	12%	10%	9%	10%	21%	9%	11%	6%	16%	27%	27%	49%	17%	1%
		c				bcd	d	d		f	aef	aef	abcef	f	
BBC Newsround site	454	382	42	18	12	204	99	79	71	322	153	420	68	433	21
	10%	10%	10%	8%	7%	16%	8%	9%	7%	13%	21%	22%	37%	14%	1%
		d				bcd				f	aef	aef	abcef	f	
BBC Own It site/ app	173	156	11	3	3	113	28	27	5	143	87	170	59	172	1
	4%	4%	3%	1%	2%	9%	2%	3%	1%	6%	12%	9%	32%	6%	1%
		cd	c			bcd	d	d		f	acef	aef	abcef	f	
SUMMARY															
ANY OF THESE SITES/ APPS	2317	1952	181	103	81	808	601	470	430	1573	523	1894	165	2135	182
	51%	53%	45%	46%	45%	65%	49%	50%	40%	65%	72%	100%	88%	70%	13%
		bcd				bcd	d	d		f	af	abdef	abef	af	
NONE OF THESE	2183	1746	220	120	98	439	619	462	656	835	207	-	21	925	1258
	49%	47%	55%	54%	55%	35%	51%	50%	60%	35%	28%	-%	12%	30%	87%
			a	a	a		a	a	abc	bcde	cd		c	cd	abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 19

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
BBC Bitesize site/ app	1003	253	299	403	599	196	478	486	517	932	50	705	256	42
	22%	22%	36%	26%	20%	51%	38%	38%	16%	43%	3%	29%	16%	10%
			acd	d		bcd	d	d		b		bc	c	
CBeebies site/ app	845	570	294	646	200	111	346	349	496	410	300	606	195	45
	19%	50%	35%	42%	7%	29%	28%	27%	15%	19%	16%	25%	12%	10%
		bcd	d	bd		d	d	d		b		bc		
BBC News site/ app	637	166	183	243	395	139	414	424	213	501	103	511	114	12
	14%	15%	22%	16%	13%	36%	33%	33%	7%	23%	6%	21%	7%	3%
			acd			d	d	d		b		bc	c	
CBBC site	552	264	340	411	140	148	381	386	166	431	84	437	99	16
	12%	23%	41%	26%	5%	39%	30%	30%	5%	20%	5%	18%	6%	4%
		d	acd	d		bcd	d	d		b		bc		
BBC Sport site/ app	529	161	162	225	304	127	312	320	209	400	110	410	104	15
	12%	14%	19%	14%	10%	33%	25%	25%	6%	18%	6%	17%	6%	3%
		d	acd	d		bcd	d	d		b		bc	c	
BBC Newsround site	454	133	180	225	229	382	390	417	37	364	65	349	91	14
	10%	12%	22%	15%	8%	100%	31%	33%	1%	17%	4%	14%	6%	3%
		d	acd	d		bcd	d	d		b		bc		
BBC Own It site/ app	173	91	97	125	48	74	160	161	12	158	9	154	13	5
	4%	8%	12%	8%	2%	19%	13%	13%	*%	7%	*%	6%	1%	1%
		d	acd	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE SITES/ APPS	2317	759	615	1061	1256	382	1062	1090	1227	1601	531	1606	611	100
	51%	67%	74%	68%	43%	100%	85%	85%	38%	74%	29%	65%	38%	23%
		d	acd	d		bcd	d	d		b		bc	c	
NONE OF THESE	2183	371	219	494	1690	-	188	188	1995	568	1317	861	995	326
	49%	33%	26%	32%	57%	-%	15%	15%	62%	26%	71%	35%	62%	77%
		b		b	abc		a	a	abc		a		a	ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 19

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

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

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
BBC Bitesize site/ app	1003	647	185	170	821	179	259	698
	22%	31%	11%	21%	21%	29%	26%	21%
		bc		b		a	b	
CBeebies site/ app	845	537	188	120	712	126	184	608
	19%	26%	12%	15%	18%	20%	18%	19%
		bc		b				
BBC News site/ app	637	484	87	67	496	140	174	426
	14%	23%	5%	8%	13%	23%	17%	13%
		bc		b		a	b	
CBBC site	552	412	71	69	437	113	134	382
	12%	20%	4%	9%	11%	18%	13%	12%
		bc		b		a		
BBC Sport site/ app	529	395	78	56	442	83	126	381
	12%	19%	5%	7%	11%	13%	13%	12%
		bc		b				
BBC Newsround site	454	327	64	64	357	95	124	321
	10%	16%	4%	8%	9%	15%	12%	10%
		bc		b		a	b	
BBC Own It site/ app	173	157	12	3	138	35	50	117
	4%	8%	1%	*%	4%	6%	5%	4%
		bc				a		
SUMMARY								
ANY OF THESE SITES/ APPS	2317	1480	483	354	1932	372	573	1623
	51%	71%	30%	45%	50%	60%	57%	49%
		bc		b		a	b	
NONE OF THESE	2183	606	1137	440	1926	246	429	1662
	49%	29%	70%	55%	50%	40%	43%	51%
			ac	a	b			a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 20

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Most days	551	140	211	199	285	266	79	61	112	99	94	105	23	305	218
	12%	9%	16%	12%	13%	12%	10%	8%	17%	15%	12%	13%	5%	13%	12%
			ac	a					abef	ab	b	b		a	a
Weekly	699	167	289	243	342	358	75	92	147	142	120	124	28	395	274
	16%	10%	22%	15%	15%	16%	9%	11%	23%	22%	15%	15%	6%	17%	16%
			ac	a					abef	abef	a	ab		a	a
Less often	915	262	283	370	433	482	121	141	128	155	184	186	40	458	414
	20%	16%	22%	23%	19%	21%	15%	18%	20%	24%	23%	23%	9%	20%	24%
			a	a					a	ab	ab	ab		a	ab
Never	2235	996	463	775	1139	1096	504	493	239	224	396	380	352	1038	827
	50%	62%	36%	48%	51%	49%	63%	61%	37%	35%	49%	47%	78%	46%	47%
		bc		b			cdef	cdef			cd	cd	bc		
Don't know	99	41	39	19	51	48	25	16	17	22	10	9	10	65	23
	2%	3%	3%	1%	2%	2%	3%	2%	3%	3%	1%	1%	2%	3%	1%
		c	c				ef			ef				c	
SUMMARY															
WATCH WEEKLY	1250	308	500	442	627	623	154	154	259	241	214	228	52	700	493
	28%	19%	39%	28%	28%	28%	19%	19%	40%	38%	27%	28%	11%	31%	28%
			ac	a					abef	abef	ab	ab		a	a
EVER WATCHES	2166	570	783	813	1060	1106	275	294	387	396	398	415	92	1158	906
	48%	35%	61%	51%	47%	49%	34%	37%	60%	62%	50%	52%	20%	51%	52%
			ac	a					abef	abef	ab	ab		a	a
DOES NOT WATCH	2334	1038	502	794	1190	1144	528	509	256	246	406	389	361	1104	851
	52%	65%	39%	49%	53%	51%	66%	63%	40%	38%	50%	48%	80%	49%	48%
		bc		b			cdef	cdef			cd	cd	bc		
SUMMARY FOR WEEKLY USE															
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	355	52	164	138	181	174	27	25	90	74	63	75	8	191	155
	8%	3%	13%	9%	8%	8%	3%	3%	14%	12%	8%	9%	2%	8%	9%
			ac	a					abef	abe	ab	ab		a	a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	27 1%	4 *%	12 1% a	12 1%	12 1%	15 1%	3 *%	1 *%	5 1%	7 1% b	4 1%	8 1% b	1 *%	14 1%	13 1%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	896 20%	256 16%	336 26% ac	304 19% a	446 20%	449 20%	127 16%	129 16%	169 26% abef	167 26% abef	151 19%	153 19%	44 10%	509 23% ac	337 19% a
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3222 72%	1296 81% bc	774 60%	1153 72% b	1611 72%	1611 72%	646 80% cdef	649 81% cdef	379 59%	395 61%	585 73% cd	567 71% cd	401 88% bc	1548 68%	1251 71%
SUMMARY FOR EVER USE															
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	448 10%	71 4%	201 16% ac	176 11% a	220 10%	228 10%	35 4%	36 4%	104 16% abef	97 15% abe	81 10% ab	95 12% ab	12 3%	240 11% a	195 11% a
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	6 *%	- -%	3 *%	3 *%	3 *%	3 *%	- -%	- -%	1 *%	2 *%	1 *%	1 *%	- -%	3 *%	3 *%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	1718 38%	499 31%	582 45% ac	637 40% a	840 37%	878 39%	240 30%	259 32%	283 44% ab	299 47% abef	317 39% ab	320 40% ab	79 17%	918 41% a	711 40% a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2328	1038	499	792	1187	1141	528	509	254	245	404	387	361	1101	848
	52%	65%	39%	49%	53%	51%	66%	63%	40%	38%	50%	48%	80%	49%	48%
		bc		b			cdef	cdef			cd	cd	bc		

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Most days	551 12%	471 13% cd	51 13% cd	18 8%	11 6%	266 21% bcd	93 8%	109 12% bd	81 7%	417 17% f	172 24% aef	463 24% aef	83 44% abcef	517 17% f	34 2%
Weekly	699 16%	592 16% cd	67 17% cd	21 9%	19 11%	241 19% bcd	180 15%	131 14%	144 13%	468 19% f	167 23% f	519 27% abef	54 29% aef	612 20% f	87 6%
Less often	915 20%	768 21%	75 19%	43 19%	29 16%	236 19%	262 21%	197 21%	219 20%	517 21% df	149 20%	402 21% f	27 14%	666 22% df	249 17%
Never	2235 50%	1785 48%	200 50%	134 60% ab	116 65% ab	483 39%	660 54% a	478 51% a	607 56% a	958 40% bcd	231 32% cd	481 25% d	18 9%	1205 39% bcd	1030 72% abcde
Don't know	99 2%	82 2%	7 2%	6 3%	3 2%	21 2%	26 2%	16 2%	36 3% ac	47 2%	11 2%	29 2%	5 3%	59 2%	40 3% c
SUMMARY															
WATCH WEEKLY	1250 28%	1064 29% cd	118 29% cd	39 18%	30 17%	507 41% bcd	273 22%	240 26% d	225 21%	885 37% f	338 46% aef	982 52% abef	136 73% abcef	1129 37% f	121 8%
EVER WATCHES	2166 48%	1832 50% cd	193 48% cd	82 37%	59 33%	743 60% bcd	534 44%	437 47% d	444 41%	1402 58% f	487 67% aef	1384 73% abef	163 88% abcef	1795 59% f	371 26%
DOES NOT WATCH	2334 52%	1867 50%	208 52%	140 63% ab	120 67% ab	504 40%	685 56% a	494 53% a	643 59% ac	1005 42% bcd	242 33% cd	510 27% d	23 12%	1264 41% bcd	1070 74% abcde
SUMMARY FOR WEEKLY USE															
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	355 8%	299 8% d	35 9% d	14 6%	7 4%	160 13% bcd	74 6%	61 7%	59 5%	265 11% f	131 18% aef	355 19% aef	64 34% abcef	355 12% f	- -%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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

Base : All respondents

	NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	27 1%	22 1%	3 1%	* *%	2 1%	13 1%	6 *%	3 *%	6 1%	16 1% f	7 1% f	27 1% af	1 *% f	27 1% f	- -%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	896 20%	765 21% cd	83 21% cd	26 12%	23 13%	347 28% bcd	198 16%	179 19% d	166 15%	620 26% f	207 28% f	627 33% abef	73 39% abef	774 25% f	121 8%
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3222 72%	2613 71%	280 70%	183 82% ab	147 82% ab	728 58%	941 77% a	689 74% a	856 79% ac	1506 63% bcd	384 53% cd	885 47% d	49 26%	1903 62% bcd	1319 92% abcde
SUMMARY FOR EVER USE															
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	448 10%	378 10% d	42 10% d	17 8%	11 6%	201 16% bcd	98 8%	79 9%	68 6%	321 13% f	152 21% aef	414 22% aef	68 37% abcef	427 14% f	21 1%
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	6 *%	4 *%	- -%	1 *%	1 1%	2 *%	* *%	- -%	3 *%	2 *%	* *%	6 *%	- -%	6 *%	* *%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	1718 38%	1454 39% cd	151 38% cd	65 29%	48 27%	542 43% bcd	436 36%	358 38%	376 35%	1081 45% f	334 46% f	970 51% abef	95 51% f	1368 45% f	349 24%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2328	1862	208	139	118	502	685	494	639	1004	242	504	23	1259	1070
	52%	50%	52%	63%	67%	40%	56%	53%	59%	42%	33%	27%	12%	41%	74%
				ab	ab		a	a	ac	bcd	cd	d		bcd	abcde

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Most days	551 12%	181 16%	240 29%	308 20%	243 8%	198 52%	551 44%	551 43%	- -%	439 20%	78 4%	455 18%	76 5%	19 5%
		d	acd	ad		bcd	d	d		b		bc		
Weekly	699 16%	184 16%	216 26%	311 20%	389 13%	157 41%	699 56%	699 55%	- -%	514 24%	145 8%	507 21%	175 11%	17 4%
		d	acd	ad		d	ad	ad		b		bc	c	
Less often	915 20%	194 17%	180 22%	293 19%	623 21%	22 6%	- -%	22 2%	894 28%	529 24%	319 17%	555 22%	306 19%	55 13%
			a		a	bc		b	abc	b		bc	c	
Never	2235 50%	538 48%	178 21%	609 39%	1626 55%	3 1%	- -%	3 *%	2232 69%	658 30%	1260 68%	906 37%	1009 63%	320 75%
		bc		b	abc	b			abc		a		a	ab
Don't know	99 2%	32 3%	19 2%	34 2%	65 2%	2 1%	- -%	2 *%	97 3%	29 1%	45 2%	45 2%	40 2%	15 3%
						b			abc		a			a
SUMMARY														
WATCH WEEKLY	1250 28%	365 32%	456 55%	619 40%	632 21%	355 93%	1250 100%	1250 98%	- -%	953 44%	224 12%	963 39%	251 16%	37 9%
		d	acd	ad		d	acd	ad		b		bc	c	
EVER WATCHES	2166 48%	559 50%	637 76%	911 59%	1254 43%	376 98%	1250 100%	1272 100%	894 28%	1482 68%	542 29%	1517 61%	557 35%	91 21%
		d	acd	ad		d	acd	ad		b		bc	c	
DOES NOT WATCH	2334 52%	570 50%	197 24%	643 41%	1691 57%	6 2%	- -%	6 *%	2328 72%	687 32%	1306 71%	950 39%	1049 65%	335 79%
		bc		b	abc	bc		b	abc		a		a	ab
SUMMARY FOR WEEKLY USE														
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	355 8%	113 10%	156 19%	193 12%	161 5%	355 93%	355 28%	355 28%	- -%	282 13%	54 3%	287 12%	59 4%	9 2%
		d	acd	d		bcd	d	d		b		bc		

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

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

Base : All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	27 1%	7 1%	3 *%	8 1%	19 1%	27 7% bcd	- -%	27 2% bd	- -%	23 1% b	2 *%	17 1%	10 1%	1 *%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	896 20%	252 22% d	300 36% acd	425 27% ad	470 16%	- -%	896 72% ad	896 70% ad	- -%	670 31% b	169 9%	675 27% bc	193 12% c	28 7%
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3222 72%	757 67% bc	374 45%	928 60% b	2294 78% abc	- -%	- -%	- -%	3222 100% abc	1194 55%	1622 88% a	1488 60%	1345 84% a	388 91% ab
SUMMARY FOR EVER USE														
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	448 10%	133 12% d	180 22% acd	225 15% d	222 8%	376 98% bcd	390 31% d	412 32% d	36 1%	360 17% b	63 3%	345 14% bc	89 6%	14 3%
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	6 *%	- -%	- -%	- -%	6 *%	6 2% bcd	- -%	6 *% bd	* *%	4 *%	1 *%	4 *%	2 *%	- -%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	1718 38%	427 38%	457 55% acd	686 44% ad	1032 35%	- -%	860 69% ad	860 67% ad	857 27% a	1122 52% b	479 26%	1172 48% bc	469 29% c	77 18%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 20

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2328	570	197	643	1685	-	-	-	2328	683	1304	946	1047	335
	52%	50%	24%	41%	57%	-%	-%	-%	72%	31%	71%	38%	65%	79%
		bc		b	abc				abc		a		a	ab

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

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Most days	551	435	78	37	445	104	134	383
	12%	21%	5%	5%	12%	17%	13%	12%
		bc				a		
Weekly	699	486	120	93	546	149	172	477
	16%	23%	7%	12%	14%	24%	17%	15%
		bc		b		a		
Less often	915	455	266	195	775	137	212	663
	20%	22%	16%	25%	20%	22%	21%	20%
		b		b				
Never	2235	671	1113	451	2009	216	464	1700
	50%	32%	69%	57%	52%	35%	46%	52%
			ac	a	b			a
Don't know	99	38	44	17	84	12	21	63
	2%	2%	3%	2%	2%	2%	2%	2%
SUMMARY								
WATCH WEEKLY	1250	921	199	131	991	253	306	860
	28%	44%	12%	16%	26%	41%	31%	26%
		bc		b		a	b	
EVER WATCHES	2166	1376	464	326	1765	390	518	1522
	48%	66%	29%	41%	46%	63%	52%	46%
		bc		b		a	b	
DOES NOT WATCH	2334	709	1156	468	2093	228	485	1763
	52%	34%	71%	59%	54%	37%	48%	54%
			ac	a	b			a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 20

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
SUMMARY FOR WEEKLY USE								
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	355	260	48	47	282	72	91	256
	8%	12%	3%	6%	7%	12%	9%	8%
		bc		b		a		
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	27	16	5	6	19	7	10	17
	1%	1%	*%	1%	*%	1%	1%	1%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	896	661	150	84	709	180	216	603
	20%	32%	9%	11%	18%	29%	22%	18%
		bc				a	b	
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3222	1148	1417	658	2849	358	686	2409
	72%	55%	87%	83%	74%	58%	68%	73%
			ac	a	b			a
SUMMARY FOR EVER USE								
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	448	324	62	61	352	95	122	317
	10%	16%	4%	8%	9%	15%	12%	10%
		bc		b		a	b	
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	6	2	1	3	4	*	2	4
	*%	*%	*%	*%	*%	*%	*%	*%

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

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	1718	1051	402	264	1413	295	396	1206
	38%	50%	25%	33%	37%	48%	39%	37%
		bc		b		a		
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2328	707	1155	466	2089	228	483	1759
	52%	34%	71%	59%	54%	37%	48%	54%
			ac	a	b			a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 21

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	b	c	a	b	~a	~b	c	d	~e	~f	~a	b	c
Significance Level: 95%															
Unweighted total	383	-	228	155	192	191	-	-	119	109	73	82	-	209	174
Effective Weighted Sample	321	-	193	133	160	161	-	-	101	92	62	71	-	177	149
Total	377	-	201	176	185	192	-	-	104	97	81	95	-	182	195
Newsround website	138	**	68	70	77	61	**	**	40	28	**	**	**	58	80
	37%	**	34%	40%	41%	32%	**	**	39%	28%	**	**	**	32%	41%
Newsround TV programme	168	**	99	69	72	97	**	**	46	52	**	**	**	89	79
	45%	**	49%	39%	39%	50%	**	**	45%	54%	**	**	**	49%	40%
					a										
No difference	57	**	22	35	32	25	**	**	14	8	**	**	**	22	35
	15%	**	11%	20%	17%	13%	**	**	13%	8%	**	**	**	12%	18%
				b											
Don't know	14	**	12	1	5	9	**	**	3	9	**	**	**	12	1
	4%	**	6%	1%	3%	5%	**	**	3%	9%	**	**	**	7%	1%
			c											c	

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

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

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	~b	~c	~d	a	~b	~c	~d	a	b	c	~d	e	~f
Unweighted total	383	259	62	43	19	160	84	72	65	251	117	353	45	365	18
Effective Weighted Sample	321	240	62	43	19	138	70	58	54	212	98	295	37	306	15
Total	377	313	38	15	11	168	80	69	59	258	122	348	48	359	18
Newsround website	138	120	**	**	**	80	**	**	**	97	50	129	**	132	**
	37%	38%	**	**	**	48%	**	**	**	38%	41%	37%	**	37%	**
Newsround TV programme	168	140	**	**	**	63	**	**	**	117	49	157	**	161	**
	45%	45%	**	**	**	38%	**	**	**	45%	40%	45%	**	45%	**
No difference	57	41	**	**	**	21	**	**	**	38	23	50	**	52	**
	15%	13%	**	**	**	13%	**	**	**	15%	19%	14%	**	15%	**
Don't know	14	13	**	**	**	3	**	**	**	6	*	12	**	14	**
	4%	4%	**	**	**	2%	**	**	**	3%	*%	4%	**	4%	**

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

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

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		~a	b	c	d	a	b	c	~d	a	~b	a	~b	~c
Unweighted total	383	85	136	165	218	324	330	349	34	314	55	283	86	14
Effective Weighted Sample	321	72	114	139	183	272	275	292	29	261	48	240	71	12
Total	377	89	142	170	207	321	326	344	33	312	52	290	75	13
Newsround website	138	**	50	65	73	121	118	126	**	125	**	117	**	**
	37%	**	35%	38%	35%	38%	36%	37%	**	40%	**	40%	**	**
Newsround TV programme	168	**	70	80	88	143	152	158	**	131	**	129	**	**
	45%	**	49%	47%	43%	45%	47%	46%	**	42%	**	45%	**	**
No difference	57	**	22	25	33	46	44	49	**	48	**	36	**	**
	15%	**	16%	14%	16%	14%	14%	14%	**	15%	**	12%	**	**
Don't know	14	**	-	1	12	11	11	11	**	7	**	8	**	**
	4%	**	-%	1%	6%	3%	3%	3%	**	2%	**	3%	**	**
					bc									

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

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

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	~b	~c	a	~b	a	b
Unweighted total	383	267	61	55	315	67	110	266
Effective Weighted Sample	321	224	51	47	263	61	90	225
Total	377	273	52	52	288	88	107	263
Newsround website	138	112	**	**	101	**	45	89
	37%	41%	**	**	35%	**	42%	34%
Newsround TV programme	168	121	**	**	129	**	44	122
	45%	44%	**	**	45%	**	41%	46%
No difference	57	36	**	**	51	**	15	42
	15%	13%	**	**	18%	**	14%	16%
Don't know	14	4	**	**	8	**	3	11
	4%	1%	**	**	3%	**	3%	4%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 22

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Spotify	1828	424	472	931	862	965	206	219	233	239	424	507	103	724	991
	41%	26%	37%	58%	38%	43%	26%	27%	36%	37%	53%	63%	23%	32%	56%
			a	ab		a			ab	ab	abcd	abcde		a	ab
YouTube Music	1402	407	409	586	690	712	186	221	210	199	294	292	104	651	638
	31%	25%	32%	36%	31%	32%	23%	27%	33%	31%	37%	36%	23%	29%	36%
			a	ab					ab	a	abd	abd		a	ab
Amazon Music	1045	314	327	403	490	555	150	164	164	163	176	227	86	509	446
	23%	20%	25%	25%	22%	25%	19%	20%	25%	25%	22%	28%	19%	23%	25%
			a	a		a			ab	ab		abe			ab
Apple Music or Apple Podcasts	665	165	171	329	330	335	82	83	98	73	150	179	36	277	349
	15%	10%	13%	20%	15%	15%	10%	10%	15%	11%	19%	22%	8%	12%	20%
			a	ab					abd		abd	abcd		a	ab
Google Play Music or Google Podcasts	402	110	106	187	208	194	58	52	55	50	95	92	19	180	202
	9%	7%	8%	12%	9%	9%	7%	6%	9%	8%	12%	11%	4%	8%	11%
				ab							abd	abd		a	ab
SoundCloud	318	60	80	177	169	149	38	22	41	39	91	87	4	113	198
	7%	4%	6%	11%	8%	7%	5%	3%	6%	6%	11%	11%	1%	5%	11%
			a	ab					b	b	abcd	abcd		a	ab
BBC Sounds	186	66	44	76	97	89	38	29	24	20	36	40	16	85	84
	4%	4%	3%	5%	4%	4%	5%	4%	4%	3%	4%	5%	4%	4%	5%
Deezer	174	36	39	98	83	91	23	13	17	22	43	55	3	63	108
	4%	2%	3%	6%	4%	4%	3%	2%	3%	3%	5%	7%	1%	3%	6%
				ab						b	abc	abcd		a	ab
Tidal	118	42	22	54	61	57	25	17	11	11	24	30	11	49	58
	3%	3%	2%	3%	3%	3%	3%	2%	2%	2%	3%	4%	2%	2%	3%
				b								cd			b
GlobalPlayer	116	35	26	56	64	52	19	16	12	13	33	23	6	52	58
	3%	2%	2%	3%	3%	2%	2%	2%	2%	2%	4%	3%	1%	2%	3%
				b							bcd				a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 22

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
RadioPlayer	103	23	23	57	49	54	12	11	13	10	24	33	6	35	62
	2%	1%	2%	4%	2%	2%	1%	1%	2%	2%	3%	4%	1%	2%	4%
				ab							b	abcd			ab
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3354	969	973	1413	1638	1717	461	508	492	481	684	729	239	1568	1532
	75%	60%	76%	88%	73%	76%	57%	63%	77%	75%	85%	91%	53%	69%	87%
			a	ab		a		a	ab	ab	abcd	abcde		a	ab
NONE OF THESE	1146	638	313	195	612	533	342	296	150	162	120	75	214	694	225
	25%	40%	24%	12%	27%	24%	43%	37%	23%	25%	15%	9%	47%	31%	13%
		bc	c		b		bcdef	cdef	ef	ef	f		bc	c	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 22

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Spotify	1828	1489	179	87	73	583	504	377	360	1023	411	895	97	1334	494
	41%	40%	45%	39%	41%	47%	41%	40%	33%	42%	56%	47%	52%	44%	34%
			c			bcd	d	d		f	acef	aef	aef	f	
YouTube Music	1402	1135	127	70	70	399	329	304	366	811	297	766	99	1033	369
	31%	31%	32%	31%	39%	32%	27%	33%	34%	34%	41%	40%	53%	34%	26%
					abc	b		b	b	f	aef	aef	abcef	f	
Amazon Music	1045	855	91	60	39	350	262	208	222	611	221	568	85	779	265
	23%	23%	23%	27%	22%	28%	22%	22%	20%	25%	30%	30%	46%	25%	18%
						bcd				f	aef	aef	abcef	f	
Apple Music or Apple Podcasts	665	578	39	29	18	273	153	126	113	433	204	433	74	539	126
	15%	16%	10%	13%	10%	22%	13%	13%	10%	18%	28%	23%	40%	18%	9%
		bd				bcd		d		f	acef	aef	abcef	f	
Google Play Music or Google Podcasts	402	346	28	16	12	164	70	85	82	290	146	301	62	347	55
	9%	9%	7%	7%	7%	13%	6%	9%	8%	12%	20%	16%	33%	11%	4%
						bcd		b		f	acef	aef	abcef	f	
SoundCloud	318	267	29	10	11	147	66	56	49	217	117	239	68	279	39
	7%	7%	7%	5%	6%	12%	5%	6%	5%	9%	16%	13%	36%	9%	3%
		c	c			bcd				f	acef	aef	abcef	f	
BBC Sounds	186	165	11	5	4	103	36	26	20	168	104	161	186	186	-
	4%	4%	3%	2%	2%	8%	3%	3%	2%	7%	14%	9%	100%	6%	-%
		c				bcd				f	acef	ef	abcef	f	
Deezer	174	154	12	4	4	91	30	25	27	130	75	145	45	161	13
	4%	4%	3%	2%	2%	7%	2%	3%	2%	5%	10%	8%	24%	5%	1%
		c				bcd				f	acef	aef	abcef	f	
Tidal	118	109	5	2	2	80	13	19	6	106	63	110	56	115	3
	3%	3%	1%	1%	1%	6%	1%	2%	1%	4%	9%	6%	30%	4%	***
		bcd				bcd		d		f	acef	ef	abcef	f	
GlobalPlayer	116	106	6	1	2	77	7	22	10	99	61	105	44	112	4
	3%	3%	2%	1%	1%	6%	1%	2%	1%	4%	8%	6%	24%	4%	***
		c				bcd		bd		f	acef	aef	abcef	f	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 22

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
RadioPlayer	103	91	8	1	3	60	12	21	10	91	52	95	43	100	3
	2%	2%	2%	*%	2%	5%	1%	2%	1%	4%	7%	5%	23%	3%	*%
		c	c			bcd		bd		f	acef	ef	abcef	f	
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3354	2758	306	160	131	1017	889	684	755	1830	637	1639	186	2396	959
	75%	75%	76%	72%	73%	82%	73%	73%	69%	76%	87%	87%	100%	78%	67%
						bcd				f	aef	aef	abcef	f	
NONE OF THESE	1146	941	95	63	47	230	330	247	332	577	92	255	-	664	482
	25%	25%	24%	28%	27%	18%	27%	27%	31%	24%	13%	13%	-%	22%	33%
						a	a	a	a	bcd	d	d		bcd	abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 22

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Spotify	1828	401	397	605	1222	199	588	602	1226	1047	663	1085	612	131
	41%	36%	48%	39%	42%	52%	47%	47%	38%	48%	36%	44%	38%	31%
			acd		a	d	d	d		b		bc	c	
YouTube Music	1402	374	325	521	881	176	500	515	886	823	452	841	434	126
	31%	33%	39%	33%	30%	46%	40%	40%	28%	38%	24%	34%	27%	30%
			acd	d		d	d	d		b		b		
Amazon Music	1045	290	230	388	657	148	369	378	666	620	338	636	345	63
	23%	26%	28%	25%	22%	39%	30%	30%	21%	29%	18%	26%	21%	15%
		d	d			bcd	d	d		b		bc	c	
Apple Music or Apple Podcasts	665	210	189	283	382	121	301	307	358	446	171	458	162	45
	15%	19%	23%	18%	13%	32%	24%	24%	11%	21%	9%	19%	10%	11%
		d	acd	d		bcd	d	d		b		bc		
Google Play Music or Google Podcasts	402	156	149	215	187	87	238	239	163	274	98	298	90	15
	9%	14%	18%	14%	6%	23%	19%	19%	5%	13%	5%	12%	6%	3%
		d	acd	d		d	d	d		b		bc		
SoundCloud	318	105	120	151	167	91	198	201	117	251	52	230	68	20
	7%	9%	14%	10%	6%	24%	16%	16%	4%	12%	3%	9%	4%	5%
		d	acd	d		bcd	d	d		b		bc		
BBC Sounds	186	93	87	121	65	64	136	137	49	142	27	167	19	-
	4%	8%	10%	8%	2%	17%	11%	11%	2%	7%	1%	7%	1%	-%
		d	cd	d		bcd	d	d		b		bc	c	
Deezer	174	78	78	100	73	74	130	131	43	144	23	143	22	9
	4%	7%	9%	6%	2%	19%	10%	10%	1%	7%	1%	6%	1%	2%
		d	cd	d		bcd	d	d		b		bc		
Tidal	118	68	78	90	28	63	102	103	15	98	10	102	11	5
	3%	6%	9%	6%	1%	16%	8%	8%	*%	5%	1%	4%	1%	1%
		d	acd	d		bcd	d	d		b		bc		
GlobalPlayer	116	53	70	84	33	48	102	102	15	103	6	101	12	3
	3%	5%	8%	5%	1%	13%	8%	8%	*%	5%	*%	4%	1%	1%
		d	acd	d		bcd	d	d		b		bc		

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 22

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
RadioPlayer	103	51	60	72	31	48	91	91	12	89	11	90	12	1
	2%	5%	7%	5%	1%	13%	7%	7%	*%	4%	1%	4%	1%	*%
		d	acd	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE AUDIO STREAMING SERVICES	3354	774	677	1126	2228	347	1092	1116	2239	1850	1235	1946	1137	271
	75%	69%	81%	72%	76%	91%	87%	87%	69%	85%	67%	79%	71%	64%
			acd	a	ac	d	d	d		b		bc	c	
NONE OF THESE	1146	355	157	428	717	35	159	162	983	319	612	521	470	155
	25%	31%	19%	28%	24%	9%	13%	13%	31%	15%	33%	21%	29%	36%
		bcd		bd	b				abc		a		a	ab

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

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Spotify	1828	935	595	298	1564	260	432	1324
	41%	45%	37%	38%	41%	42%	43%	40%
		bc						
YouTube Music	1402	732	452	218	1162	234	359	969
	31%	35%	28%	28%	30%	38%	36%	30%
		bc				a	b	
Amazon Music	1045	558	305	181	929	113	233	768
	23%	27%	19%	23%	24%	18%	23%	23%
		bc		b	b			
Apple Music or Apple Podcasts	665	424	163	78	565	100	170	452
	15%	20%	10%	10%	15%	16%	17%	14%
		bc					b	
Google Play Music or Google Podcasts	402	278	72	52	323	79	106	268
	9%	13%	4%	7%	8%	13%	11%	8%
		bc		b		a	b	
SoundCloud	318	220	65	33	252	65	81	221
	7%	11%	4%	4%	7%	11%	8%	7%
		bc				a		
BBC Sounds	186	168	11	7	155	31	39	139
	4%	8%	1%	1%	4%	5%	4%	4%
		bc						
Deezer	174	137	23	14	140	34	55	113
	4%	7%	1%	2%	4%	5%	5%	3%
		bc					b	
Tidal	118	103	8	7	94	24	28	87
	3%	5%	1%	1%	2%	4%	3%	3%
		bc						

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

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
GlobalPlayer	116	103	8	5	102	14	31	78
	3%	5%	1%	1%	3%	2%	3%	2%
		bc						
RadioPlayer	103	87	9	7	93	9	28	73
	2%	4%	1%	1%	2%	1%	3%	2%
		bc						
SUMMARY								
ANY OF THESE AUDIO STREAMING SERVICES	3354	1689	1102	564	2883	460	795	2401
	75%	81%	68%	71%	75%	74%	79%	73%
		bc					b	
NONE OF THESE	1146	397	519	230	975	158	208	885
	25%	19%	32%	29%	25%	26%	21%	27%
			a	a				a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 23

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Spotify	1991	484	527	981	953	1038	244	239	258	269	451	530	117	812	1050
	44%	30%	41%	61%	42%	46%	30%	30%	40%	42%	56%	66%	26%	36%	60%
			a	ab		a			ab	ab	abcd	abcde		a	ab
YouTube Music	1527	455	443	629	750	777	211	244	227	216	312	317	114	718	684
	34%	28%	34%	39%	33%	35%	26%	30%	35%	34%	39%	39%	25%	32%	39%
			a	ab					a	a	abd	abd		a	ab
Amazon Music	1151	355	350	446	548	602	168	187	176	174	205	241	100	553	492
	26%	22%	27%	28%	24%	27%	21%	23%	27%	27%	25%	30%	22%	24%	28%
			a	a					a	a		ab			ab
Apple Music or Apple Podcasts	741	193	190	359	371	371	101	92	107	83	163	196	44	312	382
	16%	12%	15%	22%	16%	16%	13%	11%	17%	13%	20%	24%	10%	14%	22%
			a	ab					ab		abd	abcd		a	ab
Google Play Music or Google Podcasts	482	128	130	224	256	226	67	61	70	60	118	106	25	214	242
	11%	8%	10%	14%	11%	10%	8%	8%	11%	9%	15%	13%	6%	9%	14%
				ab					b		abcd	abd		a	ab
SoundCloud	367	73	88	205	187	180	43	31	43	45	101	104	9	126	227
	8%	5%	7%	13%	8%	8%	5%	4%	7%	7%	13%	13%	2%	6%	13%
			a	ab					b	b	abcd	abcd		a	ab
BBC Sounds	229	86	52	92	122	108	46	40	30	22	46	46	22	108	100
	5%	5%	4%	6%	5%	5%	6%	5%	5%	3%	6%	6%	5%	5%	6%
				b			d					d			
Deezer	211	51	46	115	99	113	26	24	21	26	52	63	5	82	125
	5%	3%	4%	7%	4%	5%	3%	3%	3%	4%	7%	8%	1%	4%	7%
				ab							abcd	abcd		a	ab
GlobalPlayer	132	38	29	65	74	58	21	18	14	15	39	26	8	55	69
	3%	2%	2%	4%	3%	3%	3%	2%	2%	2%	5%	3%	2%	2%	4%
				ab							abcd				ab
Tidal	131	45	24	61	67	64	25	20	14	11	28	33	11	54	66
	3%	3%	2%	4%	3%	3%	3%	2%	2%	2%	3%	4%	2%	2%	4%
				b							d	cd			b

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 23

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
RadioPlayer	123	33	28	62	61	62	19	14	15	12	26	36	10	46	67
	3%	2%	2%	4%	3%	3%	2%	2%	2%	2%	3%	4%	2%	2%	4%
				ab								abcd			b
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3552	1066	1030	1455	1736	1815	509	557	515	515	711	744	267	1680	1584
	79%	66%	80%	91%	77%	81%	63%	69%	80%	80%	89%	93%	59%	74%	90%
			a	ab		a		a	ab	ab	abcd	abcde		a	ab
NONE OF THESE	948	541	256	152	514	435	294	246	127	128	92	60	185	583	173
	21%	34%	20%	9%	23%	19%	37%	31%	20%	20%	11%	7%	41%	26%	10%
		bc	c		b		bcdef	cdef	ef	ef	f		bc	c	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 23

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Spotify	1991 44%	1621 44%	193 48%	97 43%	81 45%	633 51% bcd	543 45% d	420 45% d	390 36%	1111 46% f	435 60% acef	944 50% af	106 57% aef	1435 47% f	556 39%
YouTube Music	1527 34%	1238 33%	136 34%	78 35%	75 42% abc	425 34% b	364 30%	332 36% b	401 37% b	868 36% f	305 42% aef	812 43% aef	99 53% abcef	1107 36% f	421 29%
Amazon Music	1151 26%	939 25%	103 26%	66 30% a	43 24%	384 31% bcd	290 24%	228 24%	247 23%	661 27% f	243 33% aef	613 32% aef	88 47% abcef	844 28% f	307 21%
Apple Music or Apple Podcasts	741 16%	641 17% bd	47 12%	34 15%	20 11%	294 24% bcd	182 15% d	136 15%	128 12%	482 20% f	216 30% acef	471 25% aef	78 42% abcef	594 19% f	148 10%
Google Play Music or Google Podcasts	482 11%	417 11% b	30 7%	20 9%	15 8%	186 15% bcd	91 7%	104 11% b	98 9%	330 14% f	158 22% aef	343 18% aef	64 34% abcef	407 13% f	75 5%
SoundCloud	367 8%	308 8% c	33 8%	13 6%	13 7%	168 13% bcd	73 6%	67 7%	59 5%	245 10% f	131 18% acef	269 14% aef	71 38% abcef	316 10% f	51 4%
BBC Sounds	229 5%	204 6% bd	13 3%	8 4%	4 2%	120 10% bcd	45 4%	37 4%	27 2%	205 9% f	119 16% acef	196 10% ef	186 100% abcef	227 7% f	2 **%
Deezer	211 5%	188 5% bc	12 3%	5 2%	6 3%	103 8% bcd	36 3%	36 4%	36 3%	154 6% f	84 11% aef	169 9% aef	47 25% abcef	193 6% f	19 1%
GlobalPlayer	132 3%	119 3% c	8 2%	2 1%	2 1%	87 7% bcd	10 1%	24 3% bd	10 1%	108 4% f	68 9% acef	117 6% aef	49 26% abcef	126 4% f	6 **%
Tidal	131 3%	122 3% bcd	5 1%	2 1%	2 1%	88 7% bcd	16 1%	21 2% d	6 1%	115 5% f	69 9% acef	123 6% aef	59 32% abcef	127 4% f	3 **%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 23

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

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

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
RadioPlayer	123	108	9	2	3	74	16	23	10	103	58	110	47	116	7
	3%	3%	2%	1%	2%	6%	1%	2%	1%	4%	8%	6%	25%	4%	*%
		c				bcd		d		f	aef	aef	abcef	f	
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3552	2914	322	174	141	1071	941	724	805	1920	659	1685	186	2504	1048
	79%	79%	80%	78%	79%	86%	77%	78%	74%	80%	90%	89%	100%	82%	73%
						bcd				f	aef	aef	abcef	f	
NONE OF THESE	948	785	78	48	37	176	279	207	282	488	70	208	-	556	393
	21%	21%	20%	22%	21%	14%	23%	22%	26%	20%	10%	11%	-%	18%	27%
						a	a	a	a	bcd	d	d		bcd	abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 23

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Spotify	1991	437	428	661	1330	208	623	636	1355	1131	722	1168	669	154
	44%	39%	51%	43%	45%	54%	50%	50%	42%	52%	39%	47%	42%	36%
			acd		a	d	d	d		b		bc		
YouTube Music	1527	409	343	558	969	190	527	543	984	882	507	902	485	140
	34%	36%	41%	36%	33%	50%	42%	42%	31%	41%	27%	37%	30%	33%
			acd			bcd	d	d		b		b		
Amazon Music	1151	310	245	416	734	157	393	404	747	679	374	696	381	74
	26%	27%	29%	27%	25%	41%	31%	32%	23%	31%	20%	28%	24%	17%
			d			bcd	d	d		b		bc	c	
Apple Music or Apple Podcasts	741	232	207	317	424	131	326	333	408	482	201	499	195	47
	16%	21%	25%	20%	14%	34%	26%	26%	13%	22%	11%	20%	12%	11%
		d	acd	d		bcd	d	d		b		bc		
Google Play Music or Google Podcasts	482	174	158	237	245	95	267	270	212	325	120	347	115	20
	11%	15%	19%	15%	8%	25%	21%	21%	7%	15%	6%	14%	7%	5%
		d	cd	d		d	d	d		b		bc		
SoundCloud	367	110	127	161	205	96	221	224	143	284	62	260	83	25
	8%	10%	15%	10%	7%	25%	18%	18%	4%	13%	3%	11%	5%	6%
		d	acd	d		bcd	d	d		b		bc		
BBC Sounds	229	114	109	151	79	73	156	157	72	172	36	203	25	2
	5%	10%	13%	10%	3%	19%	12%	12%	2%	8%	2%	8%	2%	1%
		d	cd	d		bcd	d	d		b		bc		
Deezer	211	91	87	117	94	82	154	155	57	167	34	167	33	12
	5%	8%	10%	8%	3%	21%	12%	12%	2%	8%	2%	7%	2%	3%
		d	cd	d		bcd	d	d		b		bc		
GlobalPlayer	132	59	72	89	42	50	114	114	18	114	9	116	13	3
	3%	5%	9%	6%	1%	13%	9%	9%	1%	5%	1%	5%	1%	1%
		d	acd	d		bcd	d	d		b		bc		
Tidal	131	73	83	97	34	69	114	114	16	106	13	110	16	5
	3%	6%	10%	6%	1%	18%	9%	9%	1%	5%	1%	4%	1%	1%
		d	acd	d		bcd	d	d		b		bc		

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 23

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
RadioPlayer	123	60	69	84	39	54	104	105	18	104	12	103	17	2
	3%	5%	8%	5%	1%	14%	8%	8%	1%	5%	1%	4%	1%	1%
		d	acd	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE AUDIO STREAMING SERVICES	3552	828	701	1189	2363	358	1119	1145	2407	1926	1329	2034	1224	294
	79%	73%	84%	76%	80%	94%	90%	90%	75%	89%	72%	82%	76%	69%
			acd		ac	bcd	d	d		b		bc	c	
NONE OF THESE	948	302	133	366	583	24	131	133	815	243	518	434	382	132
	21%	27%	16%	24%	20%	6%	10%	10%	25%	11%	28%	18%	24%	31%
		bd		bd	b		a	a	abc		a		a	ab

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

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

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

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Spotify	1991	1003	660	328	1703	285	470	1445
	44%	48%	41%	41%	44%	46%	47%	44%
		bc						
YouTube Music	1527	782	505	241	1269	252	394	1052
	34%	37%	31%	30%	33%	41%	39%	32%
		bc				a	b	
Amazon Music	1151	604	348	198	1022	127	273	832
	26%	29%	21%	25%	26%	21%	27%	25%
		bc			b			
Apple Music or Apple Podcasts	741	459	185	97	630	111	192	507
	16%	22%	11%	12%	16%	18%	19%	15%
		bc					b	
Google Play Music or Google Podcasts	482	320	97	65	383	99	132	320
	11%	15%	6%	8%	10%	16%	13%	10%
		bc				a	b	
SoundCloud	367	249	79	39	289	77	99	247
	8%	12%	5%	5%	7%	13%	10%	8%
		bc				a	b	
BBC Sounds	229	205	12	13	186	43	51	167
	5%	10%	1%	2%	5%	7%	5%	5%
		bc						
Deezer	211	163	33	15	167	44	68	135
	5%	8%	2%	2%	4%	7%	7%	4%
		bc				a	b	
GlobalPlayer	132	114	11	7	113	19	37	86
	3%	5%	1%	1%	3%	3%	4%	3%
		bc						

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

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Tidal	131	112	10	8	103	28	29	97
	3%	5%	1%	1%	3%	4%	3%	3%
		bc				a		
RadioPlayer	123	104	12	7	111	11	34	87
	3%	5%	1%	1%	3%	2%	3%	3%
		bc						
SUMMARY								
ANY OF THESE AUDIO STREAMING SERVICES	3552	1756	1190	606	3054	487	838	2548
	79%	84%	73%	76%	79%	79%	84%	78%
		bc					b	
NONE OF THESE	948	329	431	188	805	131	165	738
	21%	16%	27%	24%	21%	21%	16%	22%
			a	a				a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 24

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

BBC SERVICES USED WEEKLY

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
BBC IPLAYER OR BBC TV CHANNELS	2407	1016	615	777	1170	1238	495	521	303	312	372	405	327	1214	857
	53%	63%	48%	48%	52%	55%	62%	65%	47%	49%	46%	50%	72%	54%	49%
		bc					cdef	cdef					bc	c	
BBC RADIO STATIONS	729	220	181	328	373	356	109	111	98	83	166	162	44	322	360
	16%	14%	14%	20%	17%	16%	14%	14%	15%	13%	21%	20%	10%	14%	21%
				ab							abcd	abcd		a	ab
BBC APPS/ SITES	1894	599	536	758	990	904	297	302	288	248	404	354	149	915	821
	42%	37%	42%	47%	44%	40%	37%	38%	45%	39%	50%	44%	33%	40%	47%
			a	ab	b			abd			abcdf	abd		a	ab
BBC SOUNDS	186	66	44	76	97	89	38	29	24	20	36	40	16	85	84
	4%	4%	3%	5%	4%	4%	5%	4%	4%	3%	4%	5%	4%	4%	5%
ANY BBC SERVICES	3060	1160	830	1070	1535	1525	569	591	425	405	541	529	351	1522	1173
	68%	72%	65%	67%	68%	68%	71%	74%	66%	63%	67%	66%	77%	67%	67%
		bc					d	cdef					bc		
NONE OF THESE	1440	447	456	537	715	725	235	213	218	238	262	275	102	740	584
	32%	28%	35%	33%	32%	32%	29%	26%	34%	37%	33%	34%	23%	33%	33%
			a	a					b	ab	b	b		a	a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 24

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

BBC SERVICES USED WEEKLY

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
BBC IPLAYER OR BBC TV CHANNELS	2407	2049	180	105	73	774	643	471	512	2407	542	1351	168	2407	-
	53%	55%	45%	47%	41%	62%	53%	51%	47%	100%	74%	71%	90%	79%	-%
		bcd				bcd	d			bcdef	f	f	bcef	bcf	
BBC RADIO STATIONS	729	611	57	30	31	307	191	136	95	542	729	467	104	729	-
	16%	17%	14%	14%	18%	25%	16%	15%	9%	23%	100%	25%	56%	24%	-%
						bcd	d	d		f	acdef	f	acef	f	
BBC APPS/ SITES	1894	1600	149	84	61	700	462	376	349	1351	467	1894	161	1894	-
	42%	43%	37%	38%	35%	56%	38%	40%	32%	56%	64%	100%	87%	62%	-%
		bcd				bcd	d	d		f	af	abdef	abef	af	
BBC SOUNDS	186	165	11	5	4	103	36	26	20	168	104	161	186	186	-
	4%	4%	3%	2%	2%	8%	3%	3%	2%	7%	14%	9%	100%	6%	-%
		c				bcd				f	acef	ef	abcef	f	
ANY BBC SERVICES	3060	2572	243	140	104	987	827	602	635	2407	729	1894	186	3060	-
	68%	70%	61%	63%	58%	79%	68%	65%	58%	100%	100%	100%	100%	100%	-%
		bcd				bcd	d	d		f	f	f	f	f	
NONE OF THESE	1440	1126	158	83	74	261	393	329	452	-	-	-	-	-	1440
	32%	30%	39%	37%	42%	21%	32%	35%	42%	-%	-%	-%	-%	-%	100%
			a	a	a		a	a	abc						abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 24

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

BBC SERVICES USED WEEKLY

Base : All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
BBC IPLAYER OR BBC TV CHANNELS	2407	1129	834	1555	853	281	885	901	1506	1253	844	1702	605	100
	53%	100%	100%	100%	29%	73%	71%	71%	47%	58%	46%	69%	38%	23%
		d	d	d		d	d	d		b		bc	c	
BBC RADIO STATIONS	729	222	241	339	390	139	338	345	384	446	240	575	135	20
	16%	20%	29%	22%	13%	36%	27%	27%	12%	21%	13%	23%	8%	5%
		d	acd	d		bcd	d	d		b		bc	c	
BBC APPS/ SITES	1894	650	532	907	987	382	982	1009	885	1339	405	1369	448	77
	42%	58%	64%	58%	34%	100%	79%	79%	27%	62%	22%	55%	28%	18%
		d	acd	d		bcd	d	d		b		bc	c	
BBC SOUNDS	186	93	87	121	65	64	136	137	49	142	27	167	19	-
	4%	8%	10%	8%	2%	17%	11%	11%	2%	7%	1%	7%	1%	-%
		d	cd	d		bcd	d	d		b		bc	c	
ANY BBC SERVICES	3060	1129	834	1555	1505	382	1129	1156	1903	1693	1027	2058	857	144
	68%	100%	100%	100%	51%	100%	90%	91%	59%	78%	56%	83%	53%	34%
		d	d	d		bcd	d	d		b		bc	c	
NONE OF THESE	1440	-	-	-	1440	-	121	121	1319	476	821	409	749	282
	32%	-%	-%	-%	49%	-%	10%	9%	41%	22%	44%	17%	47%	66%
					abc		a	a	abc		a		a	ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 24

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

BBC SERVICES USED WEEKLY

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
BBC IPLAYER OR BBC TV CHANNELS	2407	1527	500	380	2043	350	538	1741
	53%	73%	31%	48%	53%	57%	54%	53%
		bc		b				
BBC RADIO STATIONS	729	501	139	89	637	90	156	531
	16%	24%	9%	11%	17%	15%	16%	16%
		bc		b				
BBC APPS/ SITES	1894	1268	356	269	1550	332	477	1309
	42%	61%	22%	34%	40%	54%	48%	40%
		bc		b		a	b	
BBC SOUNDS	186	168	11	7	155	31	39	139
	4%	8%	1%	1%	4%	5%	4%	4%
		bc						
ANY BBC SERVICES	3060	1838	720	502	2597	445	690	2211
	68%	88%	44%	63%	67%	72%	69%	67%
		bc		b		a		
NONE OF THESE	1440	248	901	292	1261	173	312	1074
	32%	12%	56%	37%	33%	28%	31%	33%
			ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
ANY BBC CHANNELS	1587	620	385	582	772	815	288	332	198	187	286	296	197	748	635
	35%	39%	30%	36%	34%	36%	36%	41%	31%	29%	36%	37%	43%	33%	36%
		b		b			d	acde			d	cd	bc		
CBEEBIES	1129	776	212	141	532	597	371	405	96	116	65	76	279	689	158
	25%	48%	17%	9%	24%	27%	46%	50%	15%	18%	8%	9%	62%	30%	9%
		bc	c			a	cdef	cdef	ef	ef			bc	c	
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1102	422	258	422	528	574	209	212	113	145	206	217	134	507	457
	24%	26%	20%	26%	23%	26%	26%	26%	18%	23%	26%	27%	30%	22%	26%
		b		b			c	c		c	c	c	b		b
CBBC	834	325	306	203	384	449	155	170	140	166	89	114	74	519	237
	19%	20%	24%	13%	17%	20%	19%	21%	22%	26%	11%	14%	16%	23%	13%
		c	ac			a	ef	ef	ef	aef				ac	
BBC SERVICES															
ANY BBC SERVICES WATCHED WEEKLY	2407	1016	615	777	1170	1238	495	521	303	312	372	405	327	1214	857
	53%	63%	48%	48%	52%	55%	62%	65%	47%	49%	46%	50%	72%	54%	49%
		bc					cdef	cdef					bc	c	
ANY ITV/ STV/ UTV CHANNELS	1167	253	312	601	578	589	122	132	157	156	299	302	44	471	648
	26%	16%	24%	37%	26%	26%	15%	16%	24%	24%	37%	38%	10%	21%	37%
			a	ab					ab	ab	abcd	abcd		a	ab
CITV	746	290	263	192	374	372	151	139	128	136	95	98	57	456	229
	17%	18%	20%	12%	17%	17%	19%	17%	20%	21%	12%	12%	13%	20%	13%
		c	c				ef	ef	ef	ef				ac	
ITV HUB/ ITV HUB+/ STV PLAYER/ STV PLAYER VIP	476	103	119	254	231	245	51	52	62	58	118	136	27	169	277
	11%	6%	9%	16%	10%	11%	6%	6%	10%	9%	15%	17%	6%	7%	16%
			a	ab					ab		abcd	abcd			ab

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
ITV SERVICES															
ANY ITV SERVICES WATCHED WEEKLY	1634	442	473	719	807	827	220	222	233	240	354	366	96	740	792
	36%	27%	37%	45%	36%	37%	27%	28%	36%	37%	44%	46%	21%	33%	45%
			a	ab					ab	ab	abcd	abcd		a	ab
ANY CHANNEL 4 CHANNELS	776	160	209	407	389	387	82	78	108	101	199	208	34	300	438
	17%	10%	16%	25%	17%	17%	10%	10%	17%	16%	25%	26%	8%	13%	25%
			a	ab					ab	ab	abcd	abcd		a	ab
ALL4	368	85	87	196	185	183	45	40	45	42	95	101	16	134	213
	8%	5%	7%	12%	8%	8%	6%	5%	7%	7%	12%	13%	4%	6%	12%
				ab							abcd	abcd			ab
CHANNEL 4 SERVICES															
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	863	188	230	445	442	421	97	91	120	110	225	220	40	339	477
	19%	12%	18%	28%	20%	19%	12%	11%	19%	17%	28%	27%	9%	15%	27%
			a	ab					ab	ab	abcd	abcd		a	ab
MILKSHAKE	686	408	158	119	312	374	191	217	70	88	51	68	131	418	131
	15%	25%	12%	7%	14%	17%	24%	27%	11%	14%	6%	9%	29%	18%	7%
		bc	c			a	cdef	cdef	e	ef			bc	c	
ANY CHANNEL 5 CHANNELS	644	219	138	286	323	321	110	109	76	63	137	149	66	268	306
	14%	14%	11%	18%	14%	14%	14%	14%	12%	10%	17%	19%	15%	12%	17%
		b		ab			d	d			cd	abcd			b
MY5	248	70	51	127	122	126	45	25	22	29	55	72	19	87	140
	6%	4%	4%	8%	5%	6%	6%	3%	3%	4%	7%	9%	4%	4%	8%
				ab			b				bc	abcd			ab
CHANNEL 5 SERVICES															
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1129	503	260	365	538	591	240	264	131	130	167	198	157	573	392
	25%	31%	20%	23%	24%	26%	30%	33%	20%	20%	21%	25%	35%	25%	22%
		bc					cdef	cdef					bc	c	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
ANY SKY CHANNELS	1547	471	421	654	783	764	240	232	220	201	323	331	120	708	712
	34%	29%	33%	41% ab	35%	34%	30%	29%	34% b	31%	40% abcd	41% abcd	27%	31%	41% ab
SKY ON-DEMAND OR SKY GO OR SKY KIDS	863	250	228	386	459	404	130	120	124	104	205	181	68	373	418
	19%	16%	18%	24% ab	20%	18%	16%	15%	19% b	16%	25% abcd	22% abd	15%	17%	24% ab
NOW TV	380	127	103	151	207	173	77	50	53	50	77	73	30	180	167
	8%	8%	8%	9%	9%	8%	10% b	6%	8%	8%	10% b	9% b	7%	8%	9%
SKY SERVICES															
ANY SKY SERVICES WATCHED WEEKLY	1862	584	504	773	955	907	306	278	262	242	387	387	149	860	844
	41%	36%	39%	48% ab	42%	40%	38%	35%	41% b	38%	48% abcd	48% abcd	33%	38%	48% ab
NETFLIX	3585	1222	1037	1326	1765	1821	617	606	514	523	634	692	337	1772	1458
	80%	76%	81% a	83% a	78%	81%	77%	75%	80%	81% ab	79%	86% abcde	74%	78%	83% ab
YOUTUBE (INCLUDING YOUTUBE KIDS)	2957	1041	904	1012	1485	1472	527	514	458	445	499	513	295	1525	1121
	66%	65%	70% ac	63%	66%	65%	66%	64%	71% abef	69% bef	62%	64%	65%	67% c	64%
DISNEY+	2260	912	661	687	1067	1193	427	485	313	348	326	361	263	1228	757
	50%	57% bc	51% c	43%	47%	53% a	53% ef	60% acdef	49% e	54% ef	41%	45%	58% c	54% c	43%
AMAZON PRIME VIDEO	1554	521	408	625	774	780	260	261	214	193	300	325	154	712	680
	35%	32%	32%	39% ab	34%	35%	32%	33%	33%	30%	37% d	40% abcd	34%	31%	39% b
NICKELODEON/ NICK JR	1117	465	343	309	573	544	242	223	170	173	161	148	126	635	351
	25%	29% c	27% c	19%	25%	24%	30% ef	28% ef	26% ef	27% ef	20%	18%	28% c	28% c	20%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
CARTOON NETWORK	927	307	304	316	522	404	172	135	178	125	171	144	61	516	344
	21%	19%	24%	20%	23%	18%	21%	17%	28%	19%	21%	18%	14%	23%	20%
			ac		b		b		abdef		b			ac	a
POP/ TINY POP	541	295	131	114	260	281	145	150	57	74	58	57	77	335	129
	12%	18%	10%	7%	12%	12%	18%	19%	9%	11%	7%	7%	17%	15%	7%
		bc	c				cdef	cdef		ef			c	c	
NONE OF THESE	47	12	7	28	32	14	9	3	4	3	19	8	6	10	31
	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	2%	1%	1%	*%	2%
				ab	b						bcd		b		b

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
ANY BBC CHANNELS	1587	1346	120	69	52	541	450	306	287	1587	427	897	135	1587	-
	35%	36%	30%	31%	29%	43%	37%	33%	26%	66%	59%	47%	72%	52%	-%
		bcd				bcd	d	d		bcef	cef	f	bcef	cf	
CBEEBIES	1129	961	78	54	37	355	288	226	254	1129	222	650	93	1129	-
	25%	26%	19%	24%	21%	28%	24%	24%	23%	47%	30%	34%	50%	37%	-%
		bd		b		bcd				bcef	f	f	bcef	bf	
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1102	949	70	48	34	375	312	200	214	1102	306	645	99	1102	-
	24%	26%	17%	22%	19%	30%	26%	22%	20%	46%	42%	34%	53%	36%	-%
		bcd				bcd	cd			cef	cef	f	bcef	f	
CBBC	834	714	62	36	22	294	228	145	167	834	241	532	87	834	-
	19%	19%	16%	16%	12%	24%	19%	16%	15%	35%	33%	28%	47%	27%	-%
		bd				bcd	d			cef	cef	f	abcef	f	
BBC SERVICES															
ANY BBC SERVICES WATCHED WEEKLY	2407	2049	180	105	73	774	643	471	512	2407	542	1351	168	2407	-
	53%	55%	45%	47%	41%	62%	53%	51%	47%	100%	74%	71%	90%	79%	-%
		bcd				bcd	d			bcdef	f	f	bcef	bcf	
ANY ITV/ STV/ UTV CHANNELS	1167	1006	73	49	39	382	297	243	245	914	323	693	98	1038	129
	26%	27%	18%	22%	22%	31%	24%	26%	23%	38%	44%	37%	53%	34%	9%
		bcd				bcd				ef	acef	f	acef	f	
CITV	746	636	49	33	28	262	162	133	185	616	190	491	76	684	62
	17%	17%	12%	15%	16%	21%	13%	14%	17%	26%	26%	26%	41%	22%	4%
		b				bcd			b	ef	f	ef	abcef	f	
ITV HUB/ ITV HUB+/ STV PLAYER/ STV PLAYER VIP	476	416	22	24	13	196	106	84	89	410	156	330	58	447	29
	11%	11%	6%	11%	7%	16%	9%	9%	8%	17%	21%	17%	31%	15%	2%
		bd		b		bcd				ef	acef	ef	abcef	f	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
ITV SERVICES															
ANY ITV SERVICES WATCHED WEEKLY	1634	1401	106	73	55	528	413	327	363	1274	396	992	127	1457	177
	36%	38%	26%	33%	31%	42%	34%	35%	33%	53%	54%	52%	68%	48%	12%
		bcd		b		bcd				ef	ef	ef	abcef	f	
ANY CHANNEL 4 CHANNELS	776	662	64	25	25	286	172	165	151	629	267	491	87	710	66
	17%	18%	16%	11%	14%	23%	14%	18%	14%	26%	37%	26%	47%	23%	5%
		c	c			bcd		bd		ef	acef	ef	abcef	f	
ALL4	368	315	31	13	9	145	73	66	84	314	139	245	57	339	29
	8%	9%	8%	6%	5%	12%	6%	7%	8%	13%	19%	13%	31%	11%	2%
		cd				bcd				ef	acef	f	abcef	f	
CHANNEL 4 SERVICES															
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	863	733	71	31	28	323	191	174	173	694	286	548	94	786	77
	19%	20%	18%	14%	16%	26%	16%	19%	16%	29%	39%	29%	51%	26%	5%
		c				bcd				ef	acef	ef	abcef	f	
MILKSHAKE	686	579	53	32	22	230	157	125	170	577	147	403	58	625	60
	15%	16%	13%	14%	12%	18%	13%	13%	16%	24%	20%	21%	31%	20%	4%
						bc				ef	f	f	bcef	f	
ANY CHANNEL 5 CHANNELS	644	548	58	24	15	243	140	128	132	547	199	421	95	601	43
	14%	15%	14%	11%	8%	19%	12%	14%	12%	23%	27%	22%	51%	20%	3%
		cd	d			bcd				ef	acef	ef	abcef	f	
MY5	248	210	21	9	7	110	42	48	48	217	94	178	53	237	11
	6%	6%	5%	4%	4%	9%	3%	5%	4%	9%	13%	9%	28%	8%	1%
						bcd				f	acef	f	abcef	f	
CHANNEL 5 SERVICES															
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1129	954	90	50	35	391	247	218	268	936	274	696	112	1036	93
	25%	26%	23%	22%	20%	31%	20%	23%	25%	39%	38%	37%	60%	34%	6%
		d				bcd			b	ef	f	f	abcef	f	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
ANY SKY CHANNELS	1547	1256	153	80	58	559	390	327	268	936	318	863	111	1195	351
	34%	34%	38%	36%	33%	45%	32%	35%	25%	39%	44%	46%	60%	39%	24%
						bcd	d	d		f	aef	aef	abcef	f	
SKY ON-DEMAND OR SKY GO OR SKY KIDS	863	697	86	47	33	334	228	174	126	550	206	499	81	674	189
	19%	19%	21%	21%	18%	27%	19%	19%	12%	23%	28%	26%	43%	22%	13%
						bcd	d	d		f	aef	aef	abcef	f	
NOW TV	380	318	31	21	9	138	78	73	90	272	109	218	55	309	71
	8%	9%	8%	10%	5%	11%	6%	8%	8%	11%	15%	12%	30%	10%	5%
		d		d		bcd				f	acef	f	abcef	f	
SKY SERVICES															
ANY SKY SERVICES WATCHED WEEKLY	1862	1517	177	101	67	645	462	399	353	1127	371	1008	127	1423	439
	41%	41%	44%	45%	37%	52%	38%	43%	33%	47%	51%	53%	68%	46%	30%
			d	d		bcd	d	bd		f	f	aef	abcef	f	
NETFLIX	3585	2932	325	181	146	986	972	748	869	1906	619	1472	141	2416	1169
	80%	79%	81%	81%	82%	79%	80%	80%	80%	79%	85%	78%	76%	79%	81%
											acde				c
YOUTUBE (INCLUDING YOUTUBE KIDS)	2957	2414	265	149	128	798	807	614	728	1611	508	1287	126	2019	938
	66%	65%	66%	67%	72%	64%	66%	66%	67%	67%	70%	68%	68%	66%	65%
					a						f				
DISNEY+	2260	1829	219	122	90	667	608	467	510	1293	389	1014	111	1597	663
	50%	49%	55%	55%	50%	53%	50%	50%	47%	54%	53%	54%	59%	52%	46%
			a	a		d				f	f	f	f	f	
AMAZON PRIME VIDEO	1554	1266	141	78	69	506	410	329	308	970	318	766	101	1171	383
	35%	34%	35%	35%	39%	41%	34%	35%	28%	40%	44%	40%	54%	38%	27%
						bcd	d	d		f	ef	f	abcef	f	
NICKELODEON/ NICK JR	1117	940	84	50	43	425	247	226	211	794	248	692	103	926	190
	25%	25%	21%	23%	24%	34%	20%	24%	19%	33%	34%	37%	55%	30%	13%
		b				bcd		bd		f	f	aef	abcef	f	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
CARTOON NETWORK	927	783	81	37	26	380	197	178	168	640	239	625	96	787	140
	21%	21%	20%	17%	14%	30%	16%	19%	15%	27%	33%	33%	52%	26%	10%
		cd	d			bcd		d		f	aef	aef	abcef	f	
POP/ TINY POP	541	462	35	25	19	203	111	95	131	444	133	369	80	494	47
	12%	12%	9%	11%	11%	16%	9%	10%	12%	18%	18%	19%	43%	16%	3%
		b				bcd			b	ef	f	ef	abcef	f	
NONE OF THESE	47	41	2	3	2	5	9	11	22	-	-	6	-	6	41
	1%	1%	*%	1%	1%	*%	1%	1%	2%	-%	-%	*%	-%	*%	3%
									ab			a			abcde

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
ANY BBC CHANNELS	1587	669	534	912	675	195	570	579	1008	847	554	1224	320	44
	35%	59%	64%	59%	23%	51%	46%	45%	31%	39%	30%	50%	20%	10%
		d	cd	d		d	d	d		b		bc	c	
CBEEBIES	1129	1129	409	1129	-	120	365	372	757	444	441	792	274	63
	25%	100%	49%	73%	-%	31%	29%	29%	24%	20%	24%	32%	17%	15%
		bcd	d	bd		d	d	d		a		bc		
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1102	456	413	642	460	156	425	431	671	607	365	883	195	25
	24%	40%	50%	41%	16%	41%	34%	34%	21%	28%	20%	36%	12%	6%
		d	acd	d		bcd	d	d		b		bc	c	
CBBC	834	409	834	834	-	159	456	459	374	532	212	634	169	31
	19%	36%	100%	54%	-%	42%	37%	36%	12%	25%	11%	26%	11%	7%
		d	acd	ad		d	d	d		b		bc		
BBC SERVICES														
ANY BBC SERVICES WATCHED WEEKLY	2407	1129	834	1555	853	281	885	901	1506	1253	844	1702	605	100
	53%	100%	100%	100%	29%	73%	71%	71%	47%	58%	46%	69%	38%	23%
		d	d	d		d	d	d		b		bc	c	
ANY ITV/ STV/ UTV CHANNELS	1167	337	355	501	666	168	496	506	661	748	363	823	287	57
	26%	30%	43%	32%	23%	44%	40%	40%	21%	34%	20%	33%	18%	13%
		d	acd	d		d	d	d		b		bc	c	
CITV	746	349	390	515	231	127	407	410	336	472	204	514	187	44
	17%	31%	47%	33%	8%	33%	33%	32%	10%	22%	11%	21%	12%	10%
		d	acd	d		d	d	d		b		bc		
ITV HUB/ ITV HUB+/ STV PLAYER/ STV PLAYER VIP	476	167	174	241	235	106	262	265	211	325	117	378	78	20
	11%	15%	21%	15%	8%	28%	21%	21%	7%	15%	6%	15%	5%	5%
		d	acd	d		bcd	d	d		b		bc		

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
ITV SERVICES														
ANY ITV SERVICES WATCHED WEEKLY	1634 36%	520 46%	541 65%	783 50%	851 29%	229 60%	724 58%	735 57%	900 28%	1014 47%	502 27%	1117 45%	422 26%	95 22%
		d	acd	ad		d	d	d		b		bc		
ANY CHANNEL 4 CHANNELS	776 17%	233 21%	285 34%	369 24%	407 14%	156 41%	380 30%	388 30%	388 12%	520 24%	215 12%	556 23%	168 10%	52 12%
		d	acd	d		bcd	d	d		b		bc		
ALL4	368 8%	125 11%	160 19%	193 12%	175 6%	78 20%	199 16%	201 16%	167 5%	239 11%	103 6%	280 11%	64 4%	25 6%
		d	acd	d		d	d	d		b		bc		
CHANNEL 4 SERVICES														
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	863 19%	261 23%	313 37%	408 26%	455 15%	166 43%	427 34%	435 34%	428 13%	568 26%	244 13%	616 25%	192 12%	55 13%
		d	acd	d		bcd	d	d		b		bc		
MILKSHAKE	686 15%	444 39%	253 30%	518 33%	167 6%	110 29%	260 21%	263 21%	422 13%	336 16%	230 12%	463 19%	184 11%	39 9%
		bcd	d	d		bcd	d	d		b		bc		
ANY CHANNEL 5 CHANNELS	644 14%	273 24%	236 28%	364 23%	281 10%	124 32%	321 26%	327 26%	317 10%	395 18%	184 10%	469 19%	142 9%	33 8%
		d	cd	d		bcd	d	d		b		bc		
MY5	248 6%	107 10%	118 14%	150 10%	97 3%	64 17%	149 12%	150 12%	97 3%	164 8%	65 4%	195 8%	36 2%	17 4%
		d	acd	d		bcd	d	d		b		bc		
CHANNEL 5 SERVICES														
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1129 25%	553 49%	383 46%	696 45%	433 15%	174 45%	494 40%	503 39%	626 19%	617 28%	358 19%	786 32%	277 17%	65 15%
		d	d	d		d	d	d		b		bc		

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
ANY SKY CHANNELS	1547	417	366	599	948	214	601	616	930	902	512	948	478	120
	34%	37%	44%	39%	32%	56%	48%	48%	29%	42%	28%	38%	30%	28%
		d	acd	d		bcd	d	d		b		bc		
SKY ON-DEMAND OR SKY GO OR SKY KIDS	863	248	231	354	509	131	334	342	521	500	289	538	262	63
	19%	22%	28%	23%	17%	34%	27%	27%	16%	23%	16%	22%	16%	15%
		d	acd	d		bcd	d	d		b		bc		
NOW TV	380	135	135	191	189	72	184	185	195	243	105	257	91	32
	8%	12%	16%	12%	6%	19%	15%	14%	6%	11%	6%	10%	6%	8%
		d	acd	d		d	d	d		b		b		
SKY SERVICES														
ANY SKY SERVICES WATCHED WEEKLY	1862	495	436	723	1139	241	706	722	1140	1076	629	1132	579	151
	41%	44%	52%	46%	39%	63%	56%	57%	35%	50%	34%	46%	36%	36%
		d	acd	d		bcd	d	d		b		bc		
NETFLIX	3585	867	668	1199	2386	310	965	985	2600	1745	1472	1965	1277	344
	80%	77%	80%	77%	81%	81%	77%	77%	81%	80%	80%	80%	79%	81%
					ac				bc					
YOUTUBE (INCLUDING YOUTUBE KIDS)	2957	790	606	1084	1872	296	830	850	2107	1480	1152	1629	1026	301
	66%	70%	73%	70%	64%	78%	66%	66%	65%	68%	62%	66%	64%	71%
		d	d	d		bcd				b				b
DISNEY+	2260	688	498	911	1349	241	677	688	1572	1097	913	1287	767	206
	50%	61%	60%	59%	46%	63%	54%	54%	49%	51%	49%	52%	48%	48%
		d	d	d		bcd	d	d				b		
AMAZON PRIME VIDEO	1554	444	360	601	953	192	510	523	1031	846	555	944	489	121
	35%	39%	43%	39%	32%	50%	41%	41%	32%	39%	30%	38%	30%	28%
		d	d	d		bcd	d	d		b		bc		
NICKELODEON/ NICK JR	1117	467	375	622	495	175	533	540	577	656	334	769	284	64
	25%	41%	45%	40%	17%	46%	43%	42%	18%	30%	18%	31%	18%	15%
		d	cd	d		d	d	d		b		bc		

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
CARTOON NETWORK	927	350	324	481	446	182	498	505	422	607	240	656	215	55
	21%	31%	39%	31%	15%	48%	40%	40%	13%	28%	13%	27%	13%	13%
		d	acd	d		bcd	d	d		b		bc		
POP/ TINY POP	541	342	245	402	139	110	284	289	251	303	155	395	112	33
	12%	30%	29%	26%	5%	29%	23%	23%	8%	14%	8%	16%	7%	8%
		cd	d	d		bcd	d	d		b		bc		
NONE OF THESE	47	-	-	-	47	1	2	2	45	9	32	5	33	9
	1%	-%	-%	-%	2%	*%	*%	*%	1%	*%	2%	*%	2%	2%
					abc				bc		a		a	a

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
ANY BBC CHANNELS	1587	1095	253	239	1362	215	325	1187
	35%	53%	16%	30%	35%	35%	32%	36%
		bc		b				a
CBEEBIES	1129	691	257	181	939	181	239	834
	25%	33%	16%	23%	24%	29%	24%	25%
		bc		b		a		
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1102	800	140	162	945	153	236	806
	24%	38%	9%	20%	24%	25%	24%	25%
		bc		b				
CBBC	834	576	140	118	686	143	189	597
	19%	28%	9%	15%	18%	23%	19%	18%
		bc		b		a		
BBC SERVICES								
ANY BBC SERVICES WATCHED WEEKLY	2407	1527	500	380	2043	350	538	1741
	53%	73%	31%	48%	53%	57%	54%	53%
		bc		b				
ANY ITV/ STV/ UTV CHANNELS	1167	745	265	157	1037	125	260	849
	26%	36%	16%	20%	27%	20%	26%	26%
		bc			b			
CITV	746	457	181	108	621	119	166	528
	17%	22%	11%	14%	16%	19%	17%	16%
		bc						
ITV HUB/ ITV HUB+/ STV PLAYER/ STV PLAYER VIP	476	347	76	53	409	64	117	326
	11%	17%	5%	7%	11%	10%	12%	10%
		bc						

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

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
ITV SERVICES								
ANY ITV SERVICES WATCHED WEEKLY	1634	1007	406	221	1408	217	379	1164
	36%	48%	25%	28%	36%	35%	38%	35%
		bc						
ANY CHANNEL 4 CHANNELS	776	521	162	94	665	111	187	553
	17%	25%	10%	12%	17%	18%	19%	17%
		bc						
ALL4	368	259	73	37	318	51	89	258
	8%	12%	4%	5%	8%	8%	9%	8%
		bc						
CHANNEL 4 SERVICES								
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	863	573	184	105	736	127	210	613
	19%	27%	11%	13%	19%	21%	21%	19%
		bc						
MILKSHAKE	686	415	168	102	608	76	144	508
	15%	20%	10%	13%	16%	12%	14%	15%
		bc						
ANY CHANNEL 5 CHANNELS	644	438	134	72	560	84	137	475
	14%	21%	8%	9%	15%	14%	14%	14%
		bc						
MY5	248	180	43	25	218	29	61	173
	6%	9%	3%	3%	6%	5%	6%	5%
		bc						

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 25

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
CHANNEL 5 SERVICES								
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1129	709	267	153	983	144	250	816
	25%	34%	16%	19%	25%	23%	25%	25%
		bc						
ANY SKY CHANNELS	1547	826	475	246	1311	232	324	1150
	34%	40%	29%	31%	34%	37%	32%	35%
		bc						
SKY ON-DEMAND OR SKY GO OR SKY KIDS	863	470	257	136	743	120	165	665
	19%	23%	16%	17%	19%	19%	16%	20%
		bc						a
NOW TV	380	225	104	52	325	54	111	249
	8%	11%	6%	7%	8%	9%	11%	8%
		bc					b	
SKY SERVICES								
ANY SKY SERVICES WATCHED WEEKLY	1862	981	578	302	1588	269	415	1358
	41%	47%	36%	38%	41%	43%	41%	41%
		bc						
NETFLIX	3585	1632	1311	642	3095	476	776	2649
	80%	78%	81%	81%	80%	77%	77%	81%
								a
YOUTUBE (INCLUDING YOUTUBE KIDS)	2957	1359	1073	525	2481	460	670	2154
	66%	65%	66%	66%	64%	74%	67%	66%
						a		
DISNEY+	2260	1100	774	386	1968	282	495	1661
	50%	53%	48%	49%	51%	46%	49%	51%
		b			b			

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

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

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

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
AMAZON PRIME VIDEO	1554	805	487	262	1341	208	359	1135
	35%	39%	30%	33%	35%	34%	36%	35%
		bc						
NICKELODEON/ NICK JR	1117	682	275	160	904	209	224	833
	25%	33%	17%	20%	23%	34%	22%	25%
		bc				a		
CARTOON NETWORK	927	576	207	143	728	193	212	664
	21%	28%	13%	18%	19%	31%	21%	20%
		bc		b		a		
POP/ TINY POP	541	346	132	62	426	110	116	392
	12%	17%	8%	8%	11%	18%	12%	12%
		bc				a		
NONE OF THESE	47	5	28	14	42	5	13	31
	1%	*%	2%	2%	1%	1%	1%	1%
			a	a				

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 26

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Netflix	1839	514	480	845	859	980	255	259	226	254	378	467	149	769	912
	41%	32%	37%	53%	38%	44%	32%	32%	35%	39%	47%	58%	33%	34%	52%
			a	ab		a				ab	abcd	abcde			ab
YouTube	1194	515	393	286	644	549	256	259	211	182	177	109	142	724	321
	27%	32%	31%	18%	29%	24%	32%	32%	33%	28%	22%	14%	31%	32%	18%
		c	c		b		ef	ef	ef	ef	f		c	c	
Disney+	489	245	139	105	195	294	98	147	53	85	43	62	71	295	117
	11%	15%	11%	7%	9%	13%	12%	18%	8%	13%	5%	8%	16%	13%	7%
		bc	c			a	cef	acdef	e	cef			c	c	
Sky channels (including NOW TV)	243	58	57	128	130	113	31	27	28	29	71	57	14	92	135
	5%	4%	4%	8%	6%	5%	4%	3%	4%	5%	9%	7%	3%	4%	8%
				ab							abcd	abc			ab
Amazon Prime Video	152	42	45	65	87	65	29	12	28	18	29	35	15	67	68
	3%	3%	4%	4%	4%	3%	4%	2%	4%	3%	4%	4%	3%	3%	4%
				a			b		b		b	b			
BBC	116	47	29	39	66	50	28	19	14	15	24	16	14	58	44
	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%	3%	2%
Nickelodeon/Nick Jr	95	48	28	19	62	33	31	18	20	8	11	8	13	61	21
	2%	3%	2%	1%	3%	1%	4%	2%	3%	1%	1%	1%	3%	3%	1%
		c	c		b		def		def				c	c	
Cartoon Network	75	30	32	13	41	34	16	14	18	14	7	7	4	53	18
	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	1%	1%	1%	2%	1%
		c	c						ef					c	
ITV/ STV/ UTV	62	14	14	34	31	31	2	12	9	6	20	14	2	25	35
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%
				a			*	a	a		ad	a	*		ab
POP/Tiny Pop	50	29	13	8	28	23	16	13	6	8	7	2	9	33	9
	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%
		c					f	f		f		*	c	c	*

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 26

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

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

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Channel 5	43	16	17	10	19	24	7	9	9	8	3	7	4	25	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Channel 4	32	10	7	14	22	10	9	1	5	2	8	6	-	16	14
	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%
					b		b								
None of these	77	29	15	33	50	27	18	11	9	6	22	11	11	28	39
	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	3%	1%	2%	1%	2%
					b						d				b
Don't know	35	12	15	8	19	16	8	3	7	8	4	4	6	18	11
	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 26

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Netflix	1839	1514	161	93	71	475	523	396	441	896	292	676	54	1176	662
	41%	41%	40%	42%	40%	38%	43% a	42%	41%	37%	40% d	36%	29%	38% d	46% abcde
YouTube	1194	967	114	59	54	267	354	239	329	563	156	408	20	738	455
	27%	26%	28%	27%	30%	21%	29% a	26% a	30% ac	23% d	21% d	22% d	11%	24% d	32% abcde
Disney+	489	392	48	27	21	140	133	97	116	275	64	223	20	344	144
	11%	11%	12%	12%	12%	11%	11%	10%	11%	11%	9%	12% b	11%	11%	10%
Sky channels (including NOW TV)	243	198	22	14	9	93	50	68	31	160	56	164	18	197	46
	5%	5%	6%	6%	5%	7% bd	4%	7% bd	3%	7% f	8% f	9% aef	10% f	6% f	3%
Amazon Prime Video	152	126	14	7	5	57	41	27	27	91	32	78	16	116	36
	3%	3%	3%	3%	3%	5% d	3%	3%	3%	4% f	4% f	4% f	9% abcef	4% f	2%
BBC	116	96	10	4	5	47	29	22	17	116	37	73	13	116	-
	3%	3%	3%	2%	3%	4% d	2%	2%	2%	5% f	5% f	4% f	7% f	4% f	-%
Nickelodeon/Nick Jr	95	80	8	4	3	35	20	20	18	69	19	58	7	79	16
	2%	2%	2%	2%	2%	3%	2%	2%	2%	3% f	3% f	3% f	4% f	3% f	1%
Cartoon Network	75	68	4	3	1	37	9	14	13	55	25	52	12	67	8
	2%	2%	1%	1%	*%	3% bcd	1%	2%	1%	2% f	3% f	3% f	7% acef	2% f	1%
ITV/ STV/ UTV	62	55	3	2	1	18	12	10	23	45	13	40	5	55	7
	1%	1%	1%	1%	1%	1%	1%	1%	2% b	2% f	2% f	2% f	3% f	2% f	*%
POP/Tiny Pop	50	43	3	1	3	20	8	6	16	40	16	37	8	47	3
	1%	1%	1%	1%	2%	2% b	1%	1%	1%	2% f	2% f	2% f	4% aef	2% f	*%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 26

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

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

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Channel 5	43	38	1	1	2	21	6	8	7	36	8	36	7	41	2
	1%	1%	*%	*%	1%	2%	1%	1%	1%	2%	1%	2%	4%	1%	*%
						bd				f	f	f	abef	f	
Channel 4	32	28	3	-	1	10	7	6	9	23	9	25	5	30	2
	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	3%	1%	*%
		c								f	f	f	aef	f	
None of these	77	66	5	4	2	14	17	14	31	20	-	12	-	30	47
	2%	2%	1%	2%	1%	1%	1%	2%	3%	1%	-%	1%	-%	1%	3%
									ab	b				b	abcde
Don't know	35	29	4	2	1	12	10	4	8	17	4	12	-	23	12
	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	-%	1%	1%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 26

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Netflix	1839	332	259	482	1357	128	426	434	1405	920	753	1000	660	178
	41%	29%	31%	31%	46% abc	33%	34%	34%	44% abc	42%	41%	41%	41%	42%
YouTube	1194	311	199	419	775	73	226	232	962	483	560	558	485	151
	27%	28%	24%	27%	26%	19%	18%	18%	30% abc	22%	30% a	23%	30% a	35% a
Disney+	489	177	93	210	279	38	135	138	350	206	218	269	172	47
	11%	16% bd	11%	14% d	9%	10%	11%	11%	11%	9%	12% a	11%	11%	11%
Sky channels (including NOW TV)	243	60	69	94	149	39	126	129	114	152	70	167	64	12
	5%	5%	8% ad	6%	5%	10% d	10% d	10% d	4%	7% b	4%	7% bc	4%	3%
Amazon Prime Video	152	40	30	54	98	18	58	62	90	77	62	88	58	6
	3%	4%	4%	3%	3%	5%	5% d	5% d	3%	4%	3%	4% c	4% c	1%
BBC	116	48	54	79	36	19	52	53	63	70	33	102	13	1
	3%	4% d	6% ad	5% d	1%	5% d	4% d	4% d	2%	3% b	2%	4% bc	1%	*%
Nickelodeon/Nick Jr	95	43	30	48	47	11	45	45	50	53	27	71	19	5
	2%	4% d	4% d	3% d	2%	3%	4% d	3% d	2%	2% b	1%	3% b	1%	1%
Cartoon Network	75	32	29	41	33	17	51	52	23	52	16	55	17	3
	2%	3% d	4% d	3% d	1%	5% d	4% d	4% d	1%	2% b	1%	2% bc	1%	1%
ITV/ STV/ UTV	62	15	17	24	38	11	32	32	30	36	23	43	16	3
	1%	1%	2%	2%	1%	3% d	3% d	3% d	1%	2%	1%	2%	1%	1%
POP/Tiny Pop	50	25	21	36	14	10	31	31	20	25	16	33	13	4
	1%	2% d	3% d	2% d	*%	3% d	2% d	2% d	1%	1%	1%	1%	1%	1%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 26

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

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

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Channel 5	43	20	13	27	15	8	33	33	10	36	5	32	9	2
	1%	2%	2%	2%	1%	2%	3%	3%	*%	2%	*%	1%	1%	1%
		d	d	d		d	d	d		b		b		
Channel 4	32	11	11	16	15	7	23	23	9	29	2	23	7	1
	1%	1%	1%	1%	1%	2%	2%	2%	*%	1%	*%	1%	*%	*%
			d			d	d	d		b				
None of these	77	10	5	13	64	1	9	9	68	17	48	15	52	10
	2%	1%	1%	1%	2%	*%	1%	1%	2%	1%	3%	1%	3%	2%
					abc				abc		a		a	a
Don't know	35	7	4	10	25	2	7	8	27	13	14	12	20	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
													a	

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

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Netflix	1839	819	687	332	1595	237	415	1347
	41%	39%	42%	42%	41%	38%	41%	41%
YouTube	1194	440	523	231	1009	178	265	879
	27%	21%	32%	29%	26%	29%	26%	27%
			a	a				
Disney+	489	230	179	80	437	52	103	363
	11%	11%	11%	10%	11%	8%	10%	11%
Sky channels (including NOW TV)	243	146	53	44	213	29	43	189
	5%	7%	3%	6%	6%	5%	4%	6%
		b		b				
Amazon Prime Video	152	83	48	22	130	22	36	112
	3%	4%	3%	3%	3%	4%	4%	3%
BBC	116	99	3	13	99	16	24	84
	3%	5%	*%	2%	3%	3%	2%	3%
		bc		b				
Nickelodeon/Nick Jr	95	64	14	17	72	23	21	69
	2%	3%	1%	2%	2%	4%	2%	2%
		b		b		a		
Cartoon Network	75	51	15	9	50	21	10	58
	2%	2%	1%	1%	1%	3%	1%	2%
		bc				a		
ITV/ STV/ UTV	62	46	13	4	54	8	20	38
	1%	2%	1%	*%	1%	1%	2%	1%
		bc						
POP/Tiny Pop	50	28	20	3	44	4	14	29
	1%	1%	1%	*%	1%	1%	1%	1%
		c						

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

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

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Channel 5	43	33	5	5	33	10	12	25
	1%	2%	*%	1%	1%	2%	1%	1%
		b						
Channel 4	32	20	7	5	29	2	9	20
	1%	1%	*%	1%	1%	*%	1%	1%
None of these	77	19	38	21	67	8	18	55
	2%	1%	2%	3%	2%	1%	2%	2%
			a	a				
Don't know	35	9	16	9	27	7	12	17
	1%	*%	1%	1%	1%	1%	1%	1%
				a			b	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 27

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Significance Level: 95%															
Unweighted total	2006	-	1056	950	1003	1003	-	-	535	521	468	482	-	933	1066
Effective Weighted Sample	1695	-	900	814	849	846	-	-	459	441	400	414	-	793	915
Total	1915	-	904	1012	957	958	-	-	458	445	499	513	-	788	1121
Gaming/ gamer videos	502	**	302	200	362	140	**	**	212	90	150	50	**	272	230
	26%	**	33%	20%	38%	15%	**	**	46%	20%	30%	10%	**	35%	21%
			c		b				def	f	df			c	
YouTubers/ influencers/ specific mentions	385	**	231	154	175	211	**	**	107	124	68	86	**	204	180
	20%	**	26%	15%	18%	22%	**	**	23%	28%	14%	17%	**	26%	16%
			c						ef	ef				c	
TV shows/ movies/ cartoons/ anime	194	**	82	112	84	111	**	**	34	48	50	63	**	73	120
	10%	**	9%	11%	9%	12%	**	**	7%	11%	10%	12%	**	9%	11%
												c			
Funny videos	158	**	65	93	78	81	**	**	31	33	46	47	**	56	102
	8%	**	7%	9%	8%	8%	**	**	7%	8%	9%	9%	**	7%	9%
Music videos	154	**	41	113	43	112	**	**	12	29	31	82	**	34	121
	8%	**	5%	11%	4%	12%	**	**	3%	7%	6%	16%	**	4%	11%
				b		a				c	c	cde			b
Sports/ fitness/ dancing	122	**	38	85	92	30	**	**	27	11	65	20	**	33	85
	6%	**	4%	8%	10%	3%	**	**	6%	2%	13%	4%	**	4%	8%
				b	b				d		cdf				b
Tutorials	95	**	44	51	19	76	**	**	8	36	11	39	**	42	53
	5%	**	5%	5%	2%	8%	**	**	2%	8%	2%	8%	**	5%	5%
					a					ce		ce			
Vlogs/ blogs	70	**	26	45	22	49	**	**	7	18	14	30	**	25	46
	4%	**	3%	4%	2%	5%	**	**	2%	4%	3%	6%	**	3%	4%
					a					c		ce			
Animal videos	57	**	28	29	14	43	**	**	7	22	7	21	**	27	29
	3%	**	3%	3%	1%	4%	**	**	1%	5%	1%	4%	**	3%	3%
					a					ce		ce			
Short videos/ compilation videos/ TikToks	55	**	22	34	26	29	**	**	9	13	17	17	**	20	36
	3%	**	2%	3%	3%	3%	**	**	2%	3%	3%	3%	**	3%	3%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 27

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

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

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	2006	-	1056	950	1003	1003	-	-	535	521	468	482	-	933	1066
Effective Weighted Sample	1695	-	900	814	849	846	-	-	459	441	400	414	-	793	915
Total	1915	-	904	1012	957	958	-	-	458	445	499	513	-	788	1121
Education content/ documentaries	52	**	19	33	24	28	**	**	12	7	12	21	**	17	35
	3%	**	2%	3%	2%	3%	**	**	3%	2%	2%	4% d	**	2%	3%
Everything	39	**	21	17	17	21	**	**	10	11	7	10	**	16	23
	2%	**	2%	2%	2%	2%	**	**	2%	3%	1%	2%	**	2%	2%
Unboxing/ review videos	30	**	20	10	13	16	**	**	6	14	7	2	**	16	13
	2%	**	2%	1%	1%	2%	**	**	1%	3%	1%	*%	**	2%	1%
			c							f					
Videos - no further detail	27	**	13	14	9	18	**	**	4	9	5	9	**	10	17
	1%	**	1%	1%	1%	2%	**	**	1%	2%	1%	2%	**	1%	1%
Eating challenges/ challenges	23	**	14	9	10	13	**	**	6	8	4	5	**	11	13
	1%	**	2%	1%	1%	1%	**	**	1%	2%	1%	1%	**	1%	1%
Other	86	**	45	42	53	34	**	**	26	19	27	15	**	38	48
	5%	**	5%	4%	6%	4%	**	**	6%	4%	5%	3%	**	5%	4%
					b				f						
Nothing	283	**	104	179	119	164	**	**	41	63	77	101	**	86	195
	15%	**	11%	18%	12%	17%	**	**	9%	14%	16%	20% cd	**	11%	17% b
				b		a				c	c	cd			

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 27

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

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total	2006	1320	274	263	149	543	537	408	513	945	361	887	75	1305	701
Effective Weighted Sample	1695	1234	268	262	147	463	452	342	434	806	309	749	64	1107	589
Total	1915	1556	178	96	85	527	508	386	489	935	363	884	84	1273	643
Gaming/ gamer videos	502	400	54	24	23	121	145	106	128	215	76	203	**	323	179
	26%	26%	30%	26%	27%	23%	29%	27%	26%	23%	21%	23%	**	25%	28% abc
YouTubers/ influencers/ specific mentions	385	313	36	21	16	88	113	85	99	186	57	162	**	238	148
	20%	20%	20%	22%	19%	17%	22% a	22%	20%	20%	16%	18%	**	19%	23% bce
TV shows/ movies/ cartoons/ anime	194	152	20	11	12	57	60	29	48	80	31	84	**	125	70
	10%	10%	11%	11%	14%	11%	12% c	8%	10%	9%	9%	10%	**	10%	11%
Funny videos	158	125	18	9	6	36	49	35	38	86	38	71	**	106	52
	8%	8%	10%	9%	7%	7%	10%	9%	8%	9%	10%	8%	**	8%	8%
Music videos	154	125	13	7	10	42	47	28	37	78	31	71	**	107	48
	8%	8%	7%	8%	11%	8%	9%	7%	8%	8%	8%	8%	**	8%	7%
Sports/ fitness/ dancing	122	96	14	8	4	41	32	28	21	58	19	82	**	97	25
	6%	6%	8%	9%	5%	8% d	6%	7%	4%	6%	5%	9% abf	**	8% f	4%
Tutorials	95	82	4	5	4	23	29	14	29	44	18	47	**	62	33
	5%	5% b	2%	5%	5%	4%	6%	4%	6%	5%	5%	5%	**	5%	5%
Vlogs/ blogs	70	55	11	4	1	19	15	15	21	35	15	25	**	42	29
	4%	4%	6% d	5% d	1%	4%	3%	4%	4%	4%	4%	3%	**	3%	4%
Animal videos	57	50	4	2	1	10	17	14	14	27	8	21	**	36	21
	3%	3%	2%	2%	1%	2%	3%	4%	3%	3%	2%	2%	**	3%	3%
Short videos/ compilation videos/ TikToks	55	47	3	2	3	11	19	12	13	24	12	28	**	35	21
	3%	3%	2%	2%	3%	2%	4%	3%	3%	3%	3%	3%	**	3%	3%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total	2006	1320	274	263	149	543	537	408	513	945	361	887	75	1305	701
Effective Weighted Sample	1695	1234	268	262	147	463	452	342	434	806	309	749	64	1107	589
Total	1915	1556	178	96	85	527	508	386	489	935	363	884	84	1273	643
Education content/ documentaries	52	38	6	4	4	12	20	11	10	28	10	32	**	41	11
	3%	2%	3%	4%	4%	2%	4%	3%	2%	3%	3%	4%	**	3%	2%
												f			
Everything	39	34	3	1	1	12	9	8	9	25	13	23	**	32	6
	2%	2%	2%	1%	1%	2%	2%	2%	2%	3%	3%	3%	**	3%	1%
										f	f	f		f	
Unboxing/ review videos	30	23	5	1	1	7	11	5	6	13	1	11	**	17	13
	2%	1%	3%	1%	1%	1%	2%	1%	1%	1%	*%	1%	**	1%	2%
															b
Videos - no further detail	27	20	5	1	1	9	7	5	6	14	8	12	**	17	10
	1%	1%	3%	1%	1%	2%	1%	1%	1%	2%	2%	1%	**	1%	2%
Eating challenges/ challenges	23	21	2	*	-	5	4	8	7	11	3	13	**	17	6
	1%	1%	1%	*%	-%	1%	1%	2%	1%	1%	1%	2%	**	1%	1%
Other	86	70	7	4	5	22	22	12	30	42	19	45	**	58	28
	5%	5%	4%	4%	6%	4%	4%	3%	6%	5%	5%	5%	**	5%	4%
Nothing	283	238	22	11	12	115	49	45	73	165	75	147	**	204	78
	15%	15%	12%	11%	14%	22%	10%	12%	15%	18%	21%	17%	**	16%	12%
						bcd			b	f	f	f		f	

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2006	265	385	499	1507	254	631	649	1357	1228	688	1077	736	193
Effective Weighted Sample	1695	221	329	420	1275	212	534	550	1147	1045	575	914	623	160
Total	1915	258	382	490	1425	250	636	652	1263	1212	626	1072	671	173
Gaming/ gamer videos	502	47	81	104	398	55	136	138	363	301	172	255	214	33
	26%	18%	21%	21%	28%	22%	21%	21%	29%	25%	27%	24%	32%	19%
					abc				abc				ac	
YouTubers/ influencers/ specific mentions	385	43	84	103	283	58	137	141	244	241	129	196	149	41
	20%	17%	22%	21%	20%	23%	22%	22%	19%	20%	21%	18%	22%	23%
TV shows/ movies/ cartoons/ anime	194	30	38	48	146	22	55	58	136	122	63	112	61	21
	10%	12%	10%	10%	10%	9%	9%	9%	11%	10%	10%	10%	9%	12%
Funny videos	158	16	21	29	129	14	42	43	116	108	46	100	41	18
	8%	6%	6%	6%	9%	6%	7%	7%	9%	9%	7%	9%	6%	10%
					bc							b		
Music videos	154	24	30	39	115	18	44	44	110	97	54	90	49	16
	8%	9%	8%	8%	8%	7%	7%	7%	9%	8%	9%	8%	7%	9%
Sports/ fitness/ dancing	122	6	19	24	99	17	36	39	83	69	47	72	41	9
	6%	2%	5%	5%	7%	7%	6%	6%	7%	6%	8%	7%	6%	5%
					a									
Tutorials	95	14	20	29	66	16	30	30	65	69	23	54	37	4
	5%	5%	5%	6%	5%	6%	5%	5%	5%	6%	4%	5%	6%	2%
Vlogs/ blogs	70	10	16	20	50	7	20	20	50	45	22	39	26	5
	4%	4%	4%	4%	4%	3%	3%	3%	4%	4%	3%	4%	4%	3%
Animal videos	57	7	8	13	44	7	13	15	42	37	19	34	16	6
	3%	3%	2%	3%	3%	3%	2%	2%	3%	3%	3%	3%	2%	4%
Short videos/ compilation videos/ TikToks	55	9	8	14	42	9	22	23	33	39	15	24	27	5
	3%	3%	2%	3%	3%	3%	3%	4%	3%	3%	2%	2%	4%	3%
Education content/ documentaries	52	9	7	14	38	7	18	18	34	35	17	33	18	1
	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	1%

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2006	265	385	499	1507	254	631	649	1357	1228	688	1077	736	193
Effective Weighted Sample	1695	221	329	420	1275	212	534	550	1147	1045	575	914	623	160
Total	1915	258	382	490	1425	250	636	652	1263	1212	626	1072	671	173
Everything	39 2%	9 4% d	14 4% d	15 3%	23 2%	5 2%	17 3%	19 3%	20 2%	30 3% b	6 1%	25 2%	9 1%	4 3%
Unboxing/ review videos	30 2%	4 1%	7 2%	8 2%	21 1%	3 1%	10 2%	10 1%	20 2%	23 2%	6 1%	13 1%	13 2%	4 2%
Videos - no further detail	27 1%	4 2%	9 2%	9 2%	18 1%	5 2%	12 2%	12 2%	15 1%	18 1%	7 1%	16 1%	7 1%	5 3%
Eating challenges/ challenges	23 1%	3 1%	2 1%	3 1%	20 1%	8 3% d	12 2%	12 2%	11 1%	18 1%	5 1%	14 1%	9 1%	1 1%
Other	86 5%	6 2%	12 3%	16 3%	70 5%	13 5%	29 5%	29 4%	57 5%	50 4%	33 5%	51 5%	24 4%	11 6%
Nothing	283 15%	64 25% d	87 23% d	103 21% d	180 13%	57 23% d	136 21% d	139 21% d	144 11%	189 16%	87 14%	177 16% b	82 12%	24 14%

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

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

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2006	920	728	358	1747	249	499	1420
Effective Weighted Sample	1695	783	614	303	1477	220	428	1195
Total	1915	927	654	334	1611	295	489	1338
Gaming/ gamer videos	502	210	186	105	436	64	127	366
	26%	23%	28%	32%	27%	22%	26%	27%
			a	a				
YouTubers/ influencers/ specific mentions	385	176	141	68	340	46	84	283
	20%	19%	22%	20%	21%	16%	17%	21%
TV shows/ movies/ cartoons/ anime	194	91	69	34	165	28	47	144
	10%	10%	11%	10%	10%	10%	10%	11%
Funny videos	158	79	54	25	133	25	51	98
	8%	8%	8%	8%	8%	8%	10%	7%
							b	
Music videos	154	75	54	25	133	22	45	107
	8%	8%	8%	8%	8%	7%	9%	8%
Sports/ fitness/ dancing	122	63	33	26	103	18	21	98
	6%	7%	5%	8%	6%	6%	4%	7%
								a
Tutorials	95	46	27	22	85	11	33	60
	5%	5%	4%	7%	5%	4%	7%	4%
Vlogs/ blogs	70	29	19	22	54	16	18	47
	4%	3%	3%	7%	3%	6%	4%	4%
				ab				
Animal videos	57	30	18	9	48	6	20	34
	3%	3%	3%	3%	3%	2%	4%	3%
Short videos/ compilation videos/ TikToks	55	22	22	11	49	6	8	43
	3%	2%	3%	3%	3%	2%	2%	3%

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

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

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

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2006	920	728	358	1747	249	499	1420
Effective Weighted Sample	1695	783	614	303	1477	220	428	1195
Total	1915	927	654	334	1611	295	489	1338
Education content/ documentaries	52	29	13	10	42	10	15	34
	3%	3%	2%	3%	3%	3%	3%	3%
Everything	39	22	11	5	32	7	9	25
	2%	2%	2%	1%	2%	2%	2%	2%
Unboxing/ review videos	30	13	15	2	24	6	6	24
	2%	1%	2%	1%	1%	2%	1%	2%
Videos - no further detail	27	14	11	2	22	5	6	21
	1%	1%	2%	1%	1%	2%	1%	2%
Eating challenges/ challenges	23	10	7	7	17	6	9	14
	1%	1%	1%	2%	1%	2%	2%	1%
Other	86	39	33	15	67	18	26	54
	5%	4%	5%	4%	4%	6%	5%	4%
Nothing	283	166	84	32	222	60	69	193
	15%	18%	13%	10%	14%	20%	14%	14%
		bc				a		

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

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

Q15. Are you aware of watching any programmes on YouTube that were originally shown on the BBC? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Significance Level: 95%															
Unweighted total	2006	-	1056	950	1003	1003	-	-	535	521	468	482	-	933	1066
Effective Weighted Sample	1695	-	900	814	849	846	-	-	459	441	400	414	-	793	915
Total	1915	-	904	1012	957	958	-	-	458	445	499	513	-	788	1121
Yes, I definitely have	507	**	203	304	241	266	**	**	102	101	139	165	**	173	332
	26%	**	22%	30%	25%	28%	**	**	22%	23%	28%	32%	**	22%	30%
				b								cd			b
No, I definitely have not	541	**	267	273	285	256	**	**	145	122	140	133	**	229	310
	28%	**	30%	27%	30%	27%	**	**	32%	27%	28%	26%	**	29%	28%
Not sure	868	**	434	434	431	437	**	**	212	222	219	215	**	386	478
	45%	**	48%	43%	45%	46%	**	**	46%	50%	44%	42%	**	49%	43%
			c							f				c	

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

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

Q15. Are you aware of watching any programmes on YouTube that were originally shown on the BBC? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total	2006	1320	274	263	149	543	537	408	513	945	361	887	75	1305	701
Effective Weighted Sample	1695	1234	268	262	147	463	452	342	434	806	309	749	64	1107	589
Total	1915	1556	178	96	85	527	508	386	489	935	363	884	84	1273	643
Yes, I definitely have	507	434	45	15	13	229	92	87	98	366	167	386	**	450	56
	26%	28%	25%	16%	15%	43%	18%	23%	20%	39%	46%	44%	**	35%	9%
		cd	cd			bcd				f	aef	ef		f	
No, I definitely have not	541	435	48	36	21	117	156	102	164	214	78	196	**	315	225
	28%	28%	27%	38%	25%	22%	31%	26%	33%	23%	21%	22%	**	25%	35%
				abd			a		ac						abce
Not sure	868	686	86	45	51	182	261	197	228	356	119	302	**	507	361
	45%	44%	48%	47%	60%	34%	51%	51%	47%	38%	33%	34%	**	40%	56%
					abc		a	a	a					bc	abce

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 28

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

Q15. Are you aware of watching any programmes on YouTube that were originally shown on the BBC? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2006	265	385	499	1507	254	631	649	1357	1228	688	1077	736	193
Effective Weighted Sample	1695	221	329	420	1275	212	534	550	1147	1045	575	914	623	160
Total	1915	258	382	490	1425	250	636	652	1263	1212	626	1072	671	173
Yes, I definitely have	507	133	170	223	284	121	325	330	177	405	88	423	76	9
	26%	52%	44%	46%	20%	48%	51%	51%	14%	33%	14%	39%	11%	5%
		d	d	d		d	d	d		b		bc	c	
No, I definitely have not	541	53	86	108	433	44	116	120	421	299	220	225	227	89
	28%	21%	22%	22%	30%	18%	18%	18%	33%	25%	35%	21%	34%	52%
					abc				abc		a		a	ab
Not sure	868	72	127	159	709	85	196	202	666	508	318	425	368	75
	45%	28%	33%	32%	50%	34%	31%	31%	53%	42%	51%	40%	55%	43%
					abc				abc		a		ac	

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

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

Q15. Are you aware of watching any programmes on YouTube that were originally shown on the BBC? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2006	920	728	358	1747	249	499	1420
Effective Weighted Sample	1695	783	614	303	1477	220	428	1195
Total	1915	927	654	334	1611	295	489	1338
Yes, I definitely have	507	398	72	37	393	112	124	344
	26%	43%	11%	11%	24%	38%	25%	26%
		bc				a		
No, I definitely have not	541	181	251	109	460	77	135	378
	28%	20%	38%	33%	29%	26%	28%	28%
			a	a				
Not sure	868	348	332	188	758	105	231	616
	45%	38%	51%	56%	47%	36%	47%	46%
			a	a	b			

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

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

Q16. Are you aware of watching any programmes on Netflix that were originally shown on the BBC? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	2457	-	1209	1248	1195	1262	-	-	599	610	596	652	-	1055	1391
Effective Weighted Sample	2081	-	1038	1068	1011	1070	-	-	514	524	509	558	-	904	1190
Total	2363	-	1037	1326	1148	1215	-	-	514	523	634	692	-	895	1458
Yes, I definitely have	772	**	283	489	384	388	**	**	149	134	235	254	**	240	529
	33%	**	27%	37%	33%	32%	**	**	29%	26%	37%	37%	**	27%	36%
				b							cd	cd			b
No, I definitely have not	481	**	216	264	229	252	**	**	109	107	119	145	**	188	291
	20%	**	21%	20%	20%	21%	**	**	21%	20%	19%	21%	**	21%	20%
Not sure	1110	**	538	573	536	575	**	**	255	282	280	293	**	466	638
	47%	**	52%	43%	47%	47%	**	**	50%	54%	44%	42%	**	52%	44%
			c						f	ef				c	

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

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

Q16. Are you aware of watching any programmes on Netflix that were originally shown on the BBC? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total	2457	1635	324	325	173	684	659	503	605	1129	432	1027	88	1565	892
Effective Weighted Sample	2081	1530	317	324	170	580	559	425	513	968	370	869	74	1332	750
Total	2363	1931	213	119	100	664	629	486	579	1130	437	1025	96	1537	825
Yes, I definitely have	772	651	63	31	27	291	170	157	151	495	221	488	**	631	141
	33%	34%	29%	26%	27%	44%	27%	32%	26%	44%	51%	48%	**	41%	17%
		c				bcd		d		f	aef	ef		f	
No, I definitely have not	481	396	37	28	19	122	126	102	128	188	65	178	**	276	204
	20%	20%	18%	24%	19%	18%	20%	21%	22%	17%	15%	17%	**	18%	25%
				b											abce
Not sure	1110	885	113	59	54	251	332	226	300	447	150	359	**	630	480
	47%	46%	53%	50%	54%	38%	53%	47%	52%	40%	34%	35%	**	41%	58%
			a				a	a	a	c				bc	abce

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 29

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

Q16. Are you aware of watching any programmes on Netflix that were originally shown on the BBC? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2457	280	430	550	1907	272	739	760	1697	1473	882	1308	921	228
Effective Weighted Sample	2081	236	364	463	1619	228	628	646	1436	1254	741	1114	783	188
Total	2363	273	416	529	1834	269	740	760	1603	1450	824	1306	857	200
Yes, I definitely have	772	141	195	254	518	147	395	401	370	560	195	569	177	26
	33%	52%	47%	48%	28%	55%	53%	53%	23%	39%	24%	44%	21%	13%
		d	d	d		d	d	d		b		bc	c	
No, I definitely have not	481	38	70	88	393	28	114	117	364	282	182	218	203	60
	20%	14%	17%	17%	21%	10%	15%	15%	23%	19%	22%	17%	24%	30%
					ac				abc				a	a
Not sure	1110	94	150	187	923	94	231	242	869	608	447	519	477	114
	47%	34%	36%	35%	50%	35%	31%	32%	54%	42%	54%	40%	56%	57%
					abc				abc		a		a	a

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

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

Q16. Are you aware of watching any programmes on Netflix that were originally shown on the BBC? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2457	1107	902	448	2173	272	570	1780
Effective Weighted Sample	2081	948	758	379	1841	240	487	1505
Total	2363	1123	821	418	2031	320	573	1680
Yes, I definitely have	772	527	153	92	627	143	197	520
	33%	47%	19%	22%	31%	45%	34%	31%
		bc				a		
No, I definitely have not	481	176	224	80	410	69	111	342
	20%	16%	27%	19%	20%	21%	19%	20%
			ac					
Not sure	1110	420	444	247	994	109	265	818
	47%	37%	54%	59%	49%	34%	46%	49%
			a	a	b			

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 30

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

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

Base : Those whose child watches Netflix at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total		3614	1157	1209	1248	1772	1842	577	580	599	610	596	652	351	1851	1391
Effective Weighted Sample		3062	986	1038	1068	1501	1561	493	493	514	524	509	558	298	1561	1190
Total		3585	1222	1037	1326	1765	1821	617	606	514	523	634	692	337	1772	1458
1 star	(1.0)	2	2	-	-	2	-	2	-	-	-	-	-	*	2	-
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2 stars	(2.0)	12	6	5	1	6	6	5	1	*	5	1	-	1	7	2
		%	%	%	%	%	%	1%	%	%	1%	%	%	%	%	%
			c	c				f			f					
3 stars	(3.0)	170	79	48	43	84	86	44	35	19	28	20	23	17	103	49
		5%	6%	5%	3%	5%	5%	7%	6%	4%	5%	3%	3%	5%	6%	3%
			c					cef	e						c	
4 stars	(4.0)	992	358	272	363	495	498	176	182	137	135	181	181	85	498	407
		28%	29%	26%	27%	28%	27%	29%	30%	27%	26%	29%	26%	25%	28%	28%
5 stars	(5.0)	2409	777	712	920	1178	1231	389	388	357	355	432	488	233	1162	1000
		67%	64%	69%	69%	67%	68%	63%	64%	69%	68%	68%	70%	69%	66%	69%
				a	a					a			ab			
RATING OF 4-5 OUT OF 5		3401	1135	984	1282	1673	1729	565	570	494	490	613	669	318	1660	1407
		95%	93%	95%	97%	95%	95%	92%	94%	96%	94%	97%	97%	94%	94%	97%
					ab					a		abd	abd			b
Mean score		4.6	4.6	4.6	4.7	4.6	4.6	4.5	4.6	4.7	4.6	4.6	4.7	4.6	4.6	4.6
				a	a					ab		a	ab			b
Standard deviation		.60	.65	.59	.54	.61	.59	.69	.61	.55	.63	.55	.54	.61	.63	.55
Standard error		.01	.02	.02	.02	.01	.01	.03	.03	.02	.03	.02	.02	.03	.01	.01

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 30

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

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

Base : Those whose child watches Netflix at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total		3614	2384	486	492	252	996	978	748	880	1848	592	1425	124	2380	1234
Effective Weighted Sample		3062	2249	477	491	249	843	828	634	747	1587	506	1209	105	2029	1034
Total		3585	2932	325	181	146	986	972	748	869	1906	619	1472	141	2416	1169
1 star	(1.0)	2	2	-	*	-	-	-	2	*	-	-	-	-	-	2
		%.0	%.0	-.0	%.0	-.0	-.0	-.0	%.0	%.0	-.0	-.0	-.0	-.0	-.0	%.0
2 stars	(2.0)	12	9	1	1	1	2	4	2	4	7	1	4	-	7	5
		%.0	%.0	%.0	%.0	1%	%.0	%.0	%.0	%.0	%.0	%.0	%.0	-.0	%.0	%.0
3 stars	(3.0)	170	138	16	8	9	42	50	29	50	86	25	60	6	110	60
		5%	5%	5%	4%	6%	4%	5%	4%	6%	5%	4%	4%	4%	5%	5%
4 stars	(4.0)	992	818	89	45	41	280	311	187	210	528	163	391	34	658	335
		28%	28%	27%	25%	28%	28%	32% cd	25%	24%	28%	26%	27%	24%	27%	29%
5 stars	(5.0)	2409	1966	220	127	96	661	608	528	605	1285	431	1017	101	1641	768
		67%	67%	68%	70%	66%	67%	63%	71% b	70% b	67%	70%	69%	72%	68%	66%
RATING OF 4-5 OUT OF 5		3401	2784	309	172	136	941	919	715	815	1813	593	1408	135	2298	1103
		95%	95%	95%	95%	93%	96%	95%	96%	94%	95%	96%	96%	96%	95%	94%
Mean score		4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.7 b	4.6 b	4.6	4.7	4.6 f	4.7	4.6	4.6
Standard deviation		.60	.60	.59	.61	.64	.58	.61	.59	.62	.59	.56	.57	.55	.59	.62
Standard error		.01	.01	.03	.03	.04	.02	.02	.02	.02	.01	.02	.02	.05	.01	.02

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 30

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

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

Base : Those whose child watches Netflix at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
			a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%															
Unweighted total		3614	840	658	1176	2438	305	919	941	2673	1717	1514	1910	1338	366
Effective Weighted Sample		3062	718	557	1001	2061	256	782	801	2263	1464	1276	1630	1133	302
Total		3585	867	668	1199	2386	310	965	985	2600	1745	1472	1965	1277	344
1 star	(1.0)	2	-	-	-	2	-	-	-	2	-	2	2	*	-
		%	0%	0%	0%	%	0%	0%	0%	%	0%	%	%	0%	0%
2 stars	(2.0)	12	3	2	3	9	1	1	1	11	3	6	4	2	6
		%	%	%	%	%	%	%	%	%	%	%	%	%	2%
															ab
3 stars	(3.0)	170	48	29	63	107	14	43	44	126	66	85	56	90	25
		5%	6%	4%	5%	4%	4%	4%	4%	5%	4%	6%	3%	7%	7%
												a		a	a
4 stars	(4.0)	992	238	184	335	658	80	264	268	725	480	416	505	384	104
		28%	27%	27%	28%	28%	26%	27%	27%	28%	28%	28%	26%	30%	30%
														a	
5 stars	(5.0)	2409	578	453	799	1610	216	657	672	1737	1195	964	1398	801	210
		67%	67%	68%	67%	67%	70%	68%	68%	67%	69%	65%	71%	63%	61%
													bc		
RATING OF 4-5 OUT OF 5		3401	816	637	1133	2268	296	921	940	2461	1676	1380	1903	1185	313
		95%	94%	95%	95%	95%	95%	95%	95%	95%	96%	94%	97%	93%	91%
											b		bc		
Mean score		4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.7	4.6	4.5
											b		bc		
Standard deviation		.60	.61	.58	.60	.60	.57	.57	.57	.61	.56	.63	.55	.63	.70
Standard error		.01	.02	.02	.02	.01	.03	.02	.02	.01	.01	.02	.01	.02	.04

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

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

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

Base : Those whose child watches Netflix at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%									
Unweighted total		3614	1573	1383	658	3201	399	758	2702
Effective Weighted Sample		3062	1344	1162	559	2708	352	650	2282
Total		3585	1632	1311	642	3095	476	776	2649
1 star	(1.0)	2	-	2	-	2	-	-	2
		*%	-%	*%	-%	*%	-%	-%	*%
2 stars	(2.0)	12	4	6	1	10	1	5	6
		*%	*%	*%	*%	*%	*%	1%	*%
3 stars	(3.0)	170	56	79	35	139	29	48	114
		5%	3%	6% a	5% a	4%	6%	6%	4%
4 stars	(4.0)	992	419	388	185	847	144	197	750
		28%	26%	30% a	29%	27%	30%	25%	28%
5 stars	(5.0)	2409	1152	836	420	2098	302	526	1776
		67%	71% bc	64%	65%	68%	63%	68%	67%
RATING OF 4-5 OUT OF 5		3401	1572	1224	605	2944	446	723	2527
		95%	96% b	93%	94%	95%	94%	93%	95% a
Mean score		4.6	4.7 bc	4.6	4.6	4.6	4.6	4.6	4.6
Standard deviation		.60	.55	.64	.60	.59	.62	.63	.59
Standard error		.01	.01	.02	.02	.01	.03	.02	.01

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 31

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total		2333	939	693	701	1133	1200	458	481	343	350	332	369	332	1201	786
Effective Weighted Sample		2002	812	593	611	970	1031	395	417	293	301	290	321	285	1027	682
Total		2407	1016	615	777	1170	1238	495	521	303	312	372	405	327	1214	857
1 star	(1.0)	102	66	24	12	52	50	36	30	11	13	5	7	27	59	15
		4%	7%	4%	2%	4%	4%	7%	6%	4%	4%	1%	2%	8%	5%	2%
			bc	c				cef	ef		e			bc	c	
2 stars	(2.0)	144	84	32	28	69	75	40	43	18	14	10	18	30	80	34
		6%	8%	5%	4%	6%	6%	8%	8%	6%	4%	3%	4%	9%	7%	4%
			bc					def	def	e				c	c	
3 stars	(3.0)	641	286	162	193	291	350	124	162	73	89	94	100	83	346	208
		27%	28%	26%	25%	25%	28%	25%	31%	24%	28%	25%	25%	25%	29%	24%
									c							
4 stars	(4.0)	899	332	236	331	439	460	174	158	112	124	154	177	93	432	371
		37%	33%	38%	43%	38%	37%	35%	30%	37%	40%	41%	44%	29%	36%	43%
				a	a						b	b	ab		a	ab
5 stars	(5.0)	621	247	161	212	318	303	120	127	88	73	110	103	94	296	229
		26%	24%	26%	27%	27%	24%	24%	24%	29%	23%	30%	25%	29%	24%	27%
RATING OF 4-5 OUT OF 5		1520	580	397	544	757	763	294	286	200	197	263	280	187	728	600
		63%	57%	65%	70%	65%	62%	59%	55%	66%	63%	71%	69%	57%	60%	70%
				a	ab					b	b	abd	ab			ab
Mean score		3.7	3.6	3.8	3.9	3.8	3.7	3.6	3.6	3.8	3.7	4.0	3.9	3.6	3.7	3.9
				a	ab					ab		abd	ab			ab
Standard deviation		1.04	1.13	1.02	.89	1.05	1.03	1.15	1.11	1.04	1.00	.87	.91	1.22	1.06	.90
Standard error		.02	.04	.04	.03	.03	.03	.05	.05	.06	.05	.05	.05	.07	.03	.03

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 31

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	c	d	e	~f
Unweighted total		2333	1650	268	287	128	751	615	459	500	2333	518	1278	148	2333	-
Effective Weighted Sample		2002	1560	263	286	127	645	530	390	430	2002	446	1093	127	2002	-
Total		2407	2049	180	105	73	774	643	471	512	2407	542	1351	168	2407	-
1 star	(1.0)	102	84	7	7	3	18	23	19	42	102	5	28	-	102	**
		4%	4%	4%	7%	5%	2%	4%	4%	8% abc	4% bcd	1%	2%	-%	4% bcd	**
2 stars	(2.0)	144	121	11	7	5	41	37	25	42	144	16	56	2	144	**
		6%	6%	6%	7%	6%	5%	6%	5%	8% bcd	6% bcd	3%	4%	1%	6% bcd	**
3 stars	(3.0)	641	536	56	30	20	165	186	131	158	641	103	324	18	641	**
		27%	26%	31%	29%	27%	21%	29% a	28% a	31% a	27% bd	19% d	24% bd	11%	27% bd	**
4 stars	(4.0)	899	778	58	34	29	307	253	179	160	899	217	531	65	899	**
		37%	38%	32%	33%	40%	40% d	39% d	38% d	31%	37%	40%	39%	39%	37%	**
5 stars	(5.0)	621	530	48	26	16	243	144	118	112	621	201	411	83	621	**
		26%	26%	27%	25%	22%	31% bcd	22%	25%	22%	26%	37% ace	30% ae	49% abce	26%	**
RATING OF 4-5 OUT OF 5		1520	1308	106	61	46	550	397	297	271	1520	419	942	148	1520	**
		63%	64% c	59%	58%	62%	71% bcd	62% d	63% d	53%	63%	77% ace	70% ae	88% abce	63%	**
Mean score		3.7	3.8	3.7	3.6	3.7	3.9	3.7	3.7	3.5	3.7	4.1	3.9	4.4	3.7	**
							bcd	d	d			ace	ae	abce		
Standard deviation		1.04	1.03	1.05	1.13	1.04	.97	.99	1.02	1.16	1.04	.87	.94	.73	1.04	**
Standard error		.02	.03	.06	.07	.09	.04	.04	.05	.05	.02	.04	.03	.06	.02	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 31

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total		2333	1089	811	1509	824	262	820	837	1496	1186	838	1630	597	106
Effective Weighted Sample		2002	931	690	1289	713	223	705	720	1284	1020	719	1397	515	90
Total		2407	1129	834	1555	853	281	885	901	1506	1253	844	1702	605	100
1 star	(1.0)	102	73	20	79	23	2	9	9	93	15	60	17	44	41
		4%	6%	2%	5%	3%	1%	1%	1%	6%	1%	7%	1%	7%	41%
2 stars	(2.0)		bd		bd					abc		a		a	ab
		144	83	42	108	36	12	31	31	113	50	67	35	78	31
3 stars	(3.0)	6%	7%	5%	7%	4%	4%	3%	3%	7%	4%	8%	2%	13%	31%
			d		d					bc		a		a	ab
4 stars	(4.0)	641	282	209	404	238	54	181	185	457	302	254	335	286	20
		27%	25%	25%	26%	28%	19%	20%	20%	30%	24%	30%	20%	47%	20%
5 stars	(5.0)									abc		a		ac	
		899	366	298	524	375	102	347	356	543	502	302	746	148	6
RATING OF 4-5 OUT OF 5		37%	32%	36%	34%	44%	36%	39%	40%	36%	40%	36%	44%	24%	6%
						abc							bc	c	
Mean score	(5.0)	621	325	265	440	181	111	318	319	302	383	161	570	49	2
		26%	29%	32%	28%	21%	40%	36%	35%	20%	31%	19%	33%	8%	2%
Standard deviation			d	d	d		d	d	d		b		bc	c	
		1520	690	563	964	557	213	665	676	845	885	463	1315	197	8
Standard error		63%	61%	68%	62%	65%	76%	75%	75%	56%	71%	55%	77%	33%	8%
				ac			d	d	d		b		bc	c	
Columns Tested:		3.7	3.7	3.9	3.7	3.8	4.1	4.1	4.0	3.6	3.9	3.5	4.1	3.1	2.0
				acd			d	d	d		b		bc	c	
Standard error		1.04	1.15	.99	1.10	.92	.90	.89	.89	1.08	.90	1.10	.84	.99	1.02
		.02	.03	.03	.03	.03	.06	.03	.03	.03	.03	.04	.02	.04	.10

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 31

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	b	c	a	b	a	b
Significance Level: 95%									
Unweighted total		2333	1455	512	366	2031	290	514	1695
Effective Weighted Sample		2002	1245	439	320	1739	258	442	1456
Total		2407	1527	500	380	2043	350	538	1741
1 star	(1.0)	102	19	69	14	87	14	24	74
		4%	1%	14% ac	4% a	4%	4%	4%	4%
2 stars	(2.0)	144	37	81	26	126	18	36	102
		6%	2%	16% ac	7% a	6%	5%	7%	6%
3 stars	(3.0)	641	288	195	158	552	89	154	449
		27%	19%	39% a	42% a	27%	25%	29%	26%
4 stars	(4.0)	899	631	120	148	755	137	191	676
		37%	41% b	24%	39% b	37%	39%	35%	39%
5 stars	(5.0)	621	551	36	34	523	92	133	440
		26%	36% bc	7%	9%	26%	26%	25%	25%
RATING OF 4-5 OUT OF 5		1520	1182	156	182	1277	229	324	1116
		63%	77% bc	31%	48% b	63%	65%	60%	64%
Mean score		3.7	4.1 bc	2.9	3.4 b	3.7	3.8	3.7	3.8
Standard deviation		1.04	.87	1.11	.88	1.04	1.02	1.05	1.03
Standard error		.02	.02	.05	.05	.02	.06	.05	.03

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 32

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	~a	b	c
Unweighted total		1584	405	532	647	773	811	196	209	262	270	315	332	99	751	726
Effective Weighted Sample		1359	348	458	565	666	693	170	178	227	231	276	289	83	640	632
Total		1634	442	473	719	807	827	220	222	233	240	354	366	96	740	792
1 star	(1.0)	58	30	21	7	26	32	13	17	11	10	2	5	**	39	11
		4%	7%	4%	1%	3%	4%	6%	7%	5%	4%	*%	1%	**	5%	1%
			c	c				ef	ef	ef	e				c	
2 stars	(2.0)	132	61	38	33	64	68	29	32	22	16	13	20	**	79	34
		8%	14%	8%	5%	8%	8%	13%	14%	9%	7%	4%	5%	**	11%	4%
			bc	c				def	def	e					c	
3 stars	(3.0)	502	127	153	223	233	269	63	64	64	89	107	116	**	223	250
		31%	29%	32%	31%	29%	32%	29%	29%	27%	37%	30%	32%	**	30%	32%
											c					
4 stars	(4.0)	563	139	158	266	304	259	82	57	75	82	147	119	**	240	296
		34%	31%	33%	37%	38%	31%	37%	26%	32%	34%	42%	33%	**	32%	37%
						b		b				bcd				
5 stars	(5.0)	380	86	103	191	179	200	33	52	61	42	85	106	**	159	200
		23%	19%	22%	27%	22%	24%	15%	24%	26%	18%	24%	29%	**	22%	25%
					a				a	ad		a	ad			
RATING OF 4-5 OUT OF 5		943	225	261	457	484	459	115	110	136	125	232	225	**	399	496
		58%	51%	55%	64%	60%	55%	52%	49%	58%	52%	66%	61%	**	54%	63%
					ab							abd	bd			b
Mean score		3.7	3.4	3.6	3.8	3.7	3.6	3.4	3.4	3.7	3.5	3.9	3.8	**	3.5	3.8
				a	ab					a		abcd	abd			b
Standard deviation		1.03	1.15	1.05	.90	1.01	1.05	1.08	1.21	1.11	.99	.84	.96	**	1.10	.91
Standard error		.03	.06	.05	.04	.04	.04	.08	.08	.07	.06	.05	.05	**	.04	.03

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 32

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	~d	a	b	c	d	a	b	c	d	e	f
Unweighted total		1584	1136	157	197	94	497	396	325	362	1216	365	927	111	1391	193
Effective Weighted Sample		1359	1071	154	196	93	429	342	274	312	1049	317	795	95	1196	165
Total		1634	1401	106	73	55	528	413	327	363	1274	396	992	127	1457	177
1 star	(1.0)	58	46	6	4	**	4	18	14	22	49	7	24	-	52	6
		4%	3%	6%	6%	**	1%	4%	4%	6%	4%	2%	2%	-%	4%	3%
								a	a	a						
2 stars	(2.0)	132	109	11	5	**	35	38	28	30	97	19	74	1	115	17
		8%	8%	10%	7%	**	7%	9%	9%	8%	8%	5%	7%	*%	8%	10%
										d	d	d	d		d	bd
3 stars	(3.0)	502	431	30	28	**	145	155	87	113	376	100	271	9	441	61
		31%	31%	29%	38%	**	28%	38%	27%	31%	30%	25%	27%	7%	30%	34%
					a			ac			d	d	d		d	bd
4 stars	(4.0)	563	487	35	21	**	182	134	133	111	442	160	358	46	504	59
		34%	35%	34%	29%	**	34%	33%	41%	31%	35%	40%	36%	36%	35%	33%
								bd								
5 stars	(5.0)	380	329	23	15	**	161	67	64	87	308	110	265	71	345	35
		23%	23%	22%	20%	**	31%	16%	20%	24%	24%	28%	27%	56%	24%	20%
							bcd			b				abcef		
RATING OF 4-5 OUT OF 5		943	815	59	36	**	343	202	198	198	751	269	623	118	849	93
		58%	58%	56%	49%	**	65%	49%	60%	55%	59%	68%	63%	92%	58%	53%
			c				bd		b			aef	ef	abcef		
Mean score		3.7	3.7	3.6	3.5	**	3.9	3.5	3.6	3.6	3.7	3.9	3.8	4.5	3.7	3.6
							bcd					aef	aef	abcef		
Standard deviation		1.03	1.02	1.11	1.07	**	.95	1.01	1.03	1.12	1.04	.94	1.00	.65	1.03	1.01
Standard error		.03	.03	.09	.08	**	.04	.05	.06	.06	.03	.05	.03	.06	.03	.07

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 32

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
			a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%															
Unweighted total		1584	493	515	746	838	210	670	683	901	965	498	1049	432	103
Effective Weighted Sample		1359	421	441	639	720	178	578	588	772	830	428	904	371	86
Total		1634	520	541	783	851	229	724	735	900	1014	502	1117	422	95
1 star	(1.0)	58	32	26	46	12	4	12	12	45	12	36	17	23	18
		4%	6%	5%	6%	1%	2%	2%	2%	5%	1%	7%	1%	5%	19%
			d	d	d					abc		a		a	ab
2 stars	(2.0)	132	50	40	66	66	11	39	40	92	68	47	49	69	14
		8%	10%	7%	8%	8%	5%	5%	5%	10%	7%	9%	4%	16%	15%
										abc				a	a
3 stars	(3.0)	502	124	129	196	306	59	177	182	320	282	183	296	173	33
		31%	24%	24%	25%	36%	26%	25%	25%	36%	28%	36%	26%	41%	35%
						abc				abc		a		a	
4 stars	(4.0)	563	151	195	262	301	76	265	269	294	377	150	437	103	23
		34%	29%	36%	33%	35%	33%	37%	37%	33%	37%	30%	39%	24%	24%
				a		a					b		bc		
5 stars	(5.0)	380	163	150	213	166	79	230	231	149	274	86	319	54	7
		23%	31%	28%	27%	20%	34%	32%	31%	17%	27%	17%	29%	13%	7%
			d	d	d		d	d	d		b		bc		
RATING OF 4-5 OUT OF 5		943	314	346	475	467	155	495	500	443	652	236	756	157	30
		58%	60%	64%	61%	55%	68%	68%	68%	49%	64%	47%	68%	37%	31%
				d	d		d	d	d		b		bc		
Mean score		3.7	3.7	3.7	3.7	3.6	3.9	3.9	3.9	3.5	3.8	3.4	3.9	3.2	2.9
							d	d	d		b		bc	c	
Standard deviation		1.03	1.19	1.09	1.13	.93	.97	.96	.96	1.04	.94	1.10	.92	1.04	1.20
Standard error		.03	.05	.05	.04	.03	.07	.04	.04	.03	.03	.05	.03	.05	.12

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 32

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		1584	941	424	219	1393	182	361	1139
Effective Weighted Sample		1359	811	362	189	1191	163	309	977
Total		1634	1007	406	221	1408	217	379	1164
1 star	(1.0)	58	14	35	9	51	7	11	45
		4%	1%	9%	4%	4%	3%	3%	4%
2 stars	(2.0)	132	50	56	26	109	23	21	105
		8%	5%	14%	12%	8%	11%	6%	9%
3 stars	(3.0)	502	267	155	81	448	50	128	350
		31%	26%	38%	36%	32%	23%	34%	30%
4 stars	(4.0)	563	377	107	78	470	88	133	391
		34%	37%	26%	35%	33%	41%	35%	34%
5 stars	(5.0)	380	300	53	27	331	48	86	273
		23%	30%	13%	12%	23%	22%	23%	23%
RATING OF 4-5 OUT OF 5		943	677	160	106	800	136	219	663
		58%	67%	39%	48%	57%	63%	58%	57%
Mean score		3.7	3.9	3.2	3.4	3.7	3.7	3.7	3.6
			bc		b				
Standard deviation		1.03	.94	1.11	.98	1.03	1.04	.97	1.06
Standard error		.03	.03	.05	.07	.03	.08	.05	.03

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 33

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total		817	163	252	402	412	405	82	81	132	120	198	204	37	336	437
Effective Weighted Sample		702	142	216	349	353	349	72	70	113	103	172	178	31	287	379
Total		863	188	230	445	442	421	97	91	120	110	225	220	40	339	477
1 star	(1.0)	19	6	4	8	11	8	**	**	4	1	5	3	**	9	8
		2%	3%	2%	2%	3%	2%	**	**	3%	1%	2%	1%	**	3%	2%
2 stars	(2.0)	43	13	14	16	21	22	**	**	3	11	13	3	**	21	18
		5%	7%	6%	4%	5%	5%	**	**	3%	10% cf	6% f	1%	**	6%	4%
3 stars	(3.0)	251	57	68	126	131	120	**	**	29	38	69	58	**	104	134
		29%	30%	29%	28%	30%	29%	**	**	24%	35%	31%	26%	**	31%	28%
4 stars	(4.0)	331	65	88	178	161	170	**	**	50	38	82	96	**	128	191
		38%	34%	39%	40%	36%	40%	**	**	42%	35%	36%	44%	**	38%	40%
5 stars	(5.0)	218	47	55	116	118	100	**	**	33	22	56	60	**	78	125
		25%	25%	24%	26%	27%	24%	**	**	28%	20%	25%	27%	**	23%	26%
RATING OF 4-5 OUT OF 5		549	112	144	294	279	271	**	**	84	60	138	156	**	205	316
		64%	59%	62%	66%	63%	64%	**	**	70% d	54%	62%	71% d	**	61%	66%
Mean score		3.8	3.7	3.8	3.9	3.8	3.8	**	**	3.9 d	3.6	3.8	3.9 d	**	3.7	3.9
Standard deviation		.95	1.03	.95	.91	.97	.93	**	**	.95	.93	.97	.85	**	.97	.91
Standard error		.03	.08	.06	.05	.05	.05	**	**	.08	.09	.07	.06	**	.05	.04

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 33

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

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

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

		Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
			ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	~c	~d	a	b	c	d	a	b	c	~d	e	~f
Unweighted total		817	583	103	83	48	300	181	164	170	648	268	496	81	732	85
Effective Weighted Sample		702	547	100	83	47	259	159	137	145	562	232	430	70	634	69
Total		863	733	71	31	28	323	191	174	173	694	286	548	94	786	77
1 star	(1.0)	19	16	1	**	**	5	5	1	8	16	1	10	**	16	**
		2%	2%	2%	**	**	1%	3%	1%	5% c	2%	*%	2%	**	2%	**
2 stars	(2.0)	43	33	7	**	**	11	10	9	13	32	11	24	**	40	**
		5%	5%	10% a	**	**	3%	5%	5%	7%	5%	4%	4%	**	5%	**
3 stars	(3.0)	251	217	17	**	**	81	69	52	48	198	74	142	**	221	**
		29%	30%	24%	**	**	25%	36% a	30%	28%	29%	26%	26%	**	28%	**
4 stars	(4.0)	331	283	24	**	**	126	85	61	59	260	111	211	**	306	**
		38%	39%	34%	**	**	39%	44%	35%	34%	37%	39%	38%	**	39%	**
5 stars	(5.0)	218	184	21	**	**	100	21	50	46	188	89	162	**	202	**
		25%	25%	30%	**	**	31% b	11%	29% b	27% b	27%	31%	30%	**	26%	**
RATING OF 4-5 OUT OF 5		549	467	45	**	**	226	106	111	105	447	200	373	**	508	**
		64%	64%	64%	**	**	70% b	56%	64%	61%	65%	70%	68%	**	65%	**
Mean score		3.8	3.8	3.8	**	**	3.9 bd	3.6	3.9 b	3.7	3.8	4.0 e	3.9	**	3.8	**
Standard deviation		.95	.94	1.04	**	**	.91	.87	.92	1.08	.96	.87	.94	**	.95	**
Standard error		.03	.04	.10	**	**	.05	.06	.07	.08	.04	.05	.04	**	.03	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 33

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	~c
Unweighted total		817	238	285	373	444	145	384	393	424	526	243	563	188	66
Effective Weighted Sample		702	206	246	322	380	127	333	341	362	455	208	486	162	56
Total		863	261	313	408	455	166	427	435	428	568	244	616	192	55
1 star	(1.0)	19	9	6	9	10	4	4	5	14	8	9	6	8	**
		2%	3%	2%	2%	2%	2%	1%	1%	3%	1%	4%	1%	4%	**
												a		a	
2 stars	(2.0)	43	8	15	18	26	5	16	16	28	24	15	19	19	**
		5%	3%	5%	4%	6%	3%	4%	4%	6%	4%	6%	3%	10%	**
														a	
3 stars	(3.0)	251	58	64	95	156	38	99	103	148	135	99	155	81	**
		29%	22%	21%	23%	34%	23%	23%	24%	35%	24%	40%	25%	42%	**
						abc				abc		a		a	
4 stars	(4.0)	331	85	114	147	184	57	160	162	169	233	84	246	63	**
		38%	32%	36%	36%	40%	34%	37%	37%	40%	41%	34%	40%	33%	**
5 stars	(5.0)	218	101	113	139	79	63	148	149	69	169	36	190	21	**
		25%	39%	36%	34%	17%	38%	35%	34%	16%	30%	15%	31%	11%	**
			d	d	d		d	d	d		b		b		
RATING OF 4-5 OUT OF 5		549	186	227	286	263	120	308	311	238	402	121	436	84	**
		64%	71%	73%	70%	58%	72%	72%	72%	56%	71%	49%	71%	44%	**
			d	d	d		d	d	d		b		b		
Mean score		3.8	4.0	4.0	4.0	3.7	4.0	4.0	4.0	3.6	3.9	3.5	4.0	3.4	**
			d	d	d		d	d	d		b		b		
Standard deviation		.95	1.02	.97	.97	.91	.96	.91	.91	.94	.91	.95	.88	.94	**
Standard error		.03	.07	.06	.05	.04	.08	.05	.05	.05	.04	.06	.04	.07	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 33

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%									
Unweighted total		817	523	191	103	715	102	196	586
Effective Weighted Sample		702	451	164	88	613	91	169	502
Total		863	573	184	105	736	127	210	613
1 star	(1.0)	19	8	8	2	15	4	5	13
		2%	1%	4%	2%	2%	3%	3%	2%
2 stars	(2.0)	43	16	20	8	38	6	10	32
		5%	3%	11%	8%	5%	5%	5%	5%
3 stars	(3.0)	251	151	59	41	206	45	61	176
		29%	26%	32%	39%	28%	35%	29%	29%
4 stars	(4.0)	331	218	72	41	285	46	76	238
		38%	38%	39%	39%	39%	36%	36%	39%
5 stars	(5.0)	218	181	26	12	192	26	57	155
		25%	31% bc	14%	12%	26%	21%	27%	25%
RATING OF 4-5 OUT OF 5		549	398	98	53	477	72	133	393
		64%	69% bc	53%	51%	65%	57%	63%	64%
Mean score		3.8	4.0 bc	3.5	3.5	3.8	3.7	3.8	3.8
Standard deviation		.95	.90	1.01	.88	.95	.96	.98	.95
Standard error		.03	.04	.07	.09	.04	.10	.07	.04
Columns Tested: a,b,c - a,b - a,b									

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 34

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total		1086	468	292	326	517	569	223	245	144	148	150	176	166	558	354
Effective Weighted Sample		927	401	246	285	441	486	192	208	121	125	130	155	140	473	309
Total		1129	503	260	365	538	591	240	264	131	130	167	198	157	573	392
1 star	(1.0)	97	70	17	10	33	63	21	48	10	7	2	8	25	62	10
		9%	14%	7%	3%	6%	11%	9%	18%	8%	5%	1%	4%	16%	11%	2%
			bc	c			a	e	acdef	e				c	c	
2 stars	(2.0)	113	54	32	27	55	58	32	22	11	22	13	14	17	69	27
		10%	11%	12%	7%	10%	10%	13%	9%	8%	17%	8%	7%	11%	12%	7%
											bcef				c	
3 stars	(3.0)	303	143	66	94	148	156	70	73	32	34	45	49	49	154	100
		27%	28%	25%	26%	27%	26%	29%	28%	25%	26%	27%	25%	31%	27%	26%
4 stars	(4.0)	351	131	85	135	162	189	62	69	45	40	55	80	36	165	148
		31%	26%	33%	37%	30%	32%	26%	26%	34%	31%	33%	40%	23%	29%	38%
					a								ab			ab
5 stars	(5.0)	265	106	60	100	140	125	55	51	32	27	52	47	31	124	106
		23%	21%	23%	27%	26%	21%	23%	19%	25%	21%	31%	24%	20%	22%	27%
												b				
RATING OF 4-5 OUT OF 5		615	237	144	234	301	314	117	120	77	67	107	127	67	289	254
		55%	47%	55%	64%	56%	53%	49%	45%	59%	52%	64%	64%	43%	50%	65%
				a	ab					b		abd	abd			ab
Mean score		3.5	3.3	3.5	3.8	3.6	3.4	3.4	3.2	3.6	3.5	3.9	3.7	3.2	3.4	3.8
				a	ab	b				b		abd	abd			ab
Standard deviation		1.20	1.29	1.17	1.01	1.16	1.23	1.22	1.35	1.18	1.15	.99	1.03	1.32	1.25	1.00
Standard error		.04	.06	.07	.06	.05	.05	.08	.09	.10	.09	.08	.08	.10	.05	.05

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 34

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	~d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		1086	755	134	136	61	363	240	218	259	888	253	652	97	984	102
Effective Weighted Sample		927	713	132	136	60	313	205	182	222	764	219	556	82	843	84
Total		1129	954	90	50	35	391	247	218	268	936	274	696	112	1036	93
1 star	(1.0)	97	83	4	6	**	21	17	17	41	77	4	41	**	83	14
		9%	9%	4%	13% b	**	5%	7%	8%	15% abc	8% b	1%	6% b	**	8% b	15% abce
2 stars	(2.0)	113	91	10	8	**	34	32	20	27	90	24	59	**	102	11
		10%	10%	11%	17% a	**	9%	13%	9%	10%	10%	9%	8%	**	10%	12%
3 stars	(3.0)	303	255	25	14	**	88	78	64	75	248	68	155	**	267	36
		27%	27%	28%	27%	**	22%	31% a	29%	28%	27%	25%	22%	**	26%	39% abce
4 stars	(4.0)	351	299	27	14	**	131	74	77	66	292	91	237	**	330	21
		31%	31%	29%	28%	**	34% d	30%	35% d	25%	31%	33%	34% f	**	32%	22%
5 stars	(5.0)	265	226	24	8	**	117	46	41	59	230	88	205	**	253	12
		23%	24% c	27% c	15%	**	30% bcd	19%	19%	22%	25% f	32% aef	29% aef	**	24% f	12%
RATING OF 4-5 OUT OF 5		615	525	51	22	**	248	120	118	125	521	179	442	**	583	32
		55%	55% c	56% c	43%	**	63% bcd	49%	54%	47%	56% f	65% aef	63% aef	**	56% f	35%
Mean score		3.5	3.5 c	3.6 c	3.2	**	3.7 bcd	3.4	3.5	3.3	3.5 f	3.9 aef	3.7 aef	**	3.5 f	3.1
Standard deviation		1.20	1.20	1.13	1.26	**	1.14	1.14	1.13	1.33	1.19	1.01	1.14	**	1.19	1.20
Standard error		.04	.04	.10	.11	**	.06	.07	.08	.08	.04	.06	.04	**	.04	.12

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 34

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	~c
Unweighted total		1086	518	365	660	426	159	448	459	627	574	355	735	279	72
Effective Weighted Sample		927	444	308	563	364	136	386	395	533	492	302	632	239	57
Total		1129	553	383	696	433	174	494	503	626	617	358	786	277	65
1 star	(1.0)	97	61	22	67	30	7	18	18	79	22	47	36	42	**
		9%	11%	6%	10%	7%	4%	4%	4%	13%	4%	13%	5%	15%	**
			bd								abc		a	a	
2 stars	(2.0)	113	60	31	69	45	14	33	34	80	44	52	71	32	**
		10%	11%	8%	10%	10%	8%	7%	7%	13%	7%	15%	9%	12%	**
											bc	a			
3 stars	(3.0)	303	134	89	168	136	26	101	104	199	146	104	188	100	**
		27%	24%	23%	24%	31%	15%	20%	21%	32%	24%	29%	24%	36%	**
						abc				abc				a	
4 stars	(4.0)	351	152	123	210	141	58	176	180	171	215	103	271	70	**
		31%	27%	32%	30%	33%	33%	36%	36%	27%	35%	29%	34%	25%	**
								d	d				b		
5 stars	(5.0)	265	146	118	183	82	69	167	167	97	189	53	221	33	**
		23%	26%	31%	26%	19%	40%	34%	33%	16%	31%	15%	28%	12%	**
			d	d	d		d	d	d		b		b		
RATING OF 4-5 OUT OF 5		615	298	241	392	223	127	343	347	268	405	156	491	103	**
		55%	54%	63%	56%	51%	73%	69%	69%	43%	66%	44%	63%	37%	**
				ad			d	d	d		b		b		
Mean score		3.5	3.5	3.7	3.5	3.5	4.0	3.9	3.9	3.2	3.8	3.2	3.7	3.1	**
				acd			d	d	d		b		b		
Standard deviation		1.20	1.29	1.15	1.25	1.12	1.10	1.06	1.06	1.22	1.06	1.23	1.10	1.21	**
Standard error		.04	.06	.06	.05	.05	.09	.05	.05	.05	.04	.07	.04	.07	**

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

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		1086	659	279	148	965	120	243	784
Effective Weighted Sample		927	566	235	128	820	107	208	669
Total		1129	709	267	153	983	144	250	816
1 star	(1.0)	97	36	40	20	85	11	25	68
		9%	5%	15% a	13% a	9%	8%	10%	8%
2 stars	(2.0)	113	56	40	18	95	18	22	84
		10%	8%	15% a	12%	10%	13%	9%	10%
3 stars	(3.0)	303	162	90	51	272	32	68	221
		27%	23%	34% a	33% a	28%	22%	27%	27%
4 stars	(4.0)	351	237	63	51	301	48	79	248
		31%	33% b	23%	33% b	31%	34%	32%	30%
5 stars	(5.0)	265	217	34	13	231	34	56	194
		23%	31% bc	13%	9%	23%	24%	22%	24%
RATING OF 4-5 OUT OF 5		615	454	97	64	531	83	135	442
		55%	64% bc	36%	42%	54%	57%	54%	54%
Mean score		3.5	3.8 bc	3.0	3.1	3.5	3.5	3.5	3.5
Standard deviation		1.20	1.12	1.23	1.15	1.20	1.21	1.22	1.20
Standard error		.04	.04	.07	.09	.04	.11	.08	.04

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 35

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%																
Unweighted total		1874	547	592	735	956	918	280	267	309	283	367	368	156	895	811
Effective Weighted Sample		1578	464	504	625	805	773	239	225	261	242	313	312	131	749	690
Total		1862	584	504	773	955	907	306	278	262	242	387	387	149	860	844
1 star	(1.0)	71	37	18	16	42	29	23	15	11	7	9	7	9	43	18
		4%	6%	4%	2%	4%	3%	7%	5%	4%	3%	2%	2%	6%	5%	2%
			bc					def	f					c	c	
2 stars	(2.0)	79	35	19	25	40	39	20	15	9	10	11	14	8	39	31
		4%	6%	4%	3%	4%	4%	7%	5%	4%	4%	3%	4%	6%	5%	4%
			c					e								
3 stars	(3.0)	325	120	93	112	152	173	60	60	42	51	50	62	24	175	125
		17%	20%	19%	15%	16%	19%	20%	21%	16%	21%	13%	16%	16%	20%	15%
			c					e	e		e				c	
4 stars	(4.0)	689	208	190	291	349	339	109	99	94	96	146	145	54	318	315
		37%	36%	38%	38%	37%	37%	36%	36%	36%	39%	38%	37%	37%	37%	37%
5 stars	(5.0)	697	184	184	330	370	327	95	90	105	79	171	159	53	284	355
		37%	32%	36%	43%	39%	36%	31%	32%	40%	32%	44%	41%	36%	33%	42%
					ab					a		abd	abd			b
RATING OF 4-5 OUT OF 5		1386	392	374	621	720	666	203	188	199	174	317	304	108	601	670
		74%	67%	74%	80%	75%	73%	66%	68%	76%	72%	82%	79%	72%	70%	79%
				a	ab					ab		abd	ab			b
Mean score		4.0	3.8	4.0	4.2	4.0	4.0	3.8	3.8	4.0	3.9	4.2	4.1	3.9	3.9	4.1
				a	ab					ab		abd	abd			ab
Standard deviation		1.03	1.14	1.01	.93	1.06	1.01	1.17	1.10	1.04	.98	.93	.93	1.13	1.08	.94
Standard error		.02	.05	.04	.03	.03	.03	.07	.07	.06	.06	.05	.05	.09	.04	.03

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 35

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total		1874	1223	264	273	114	636	466	404	363	1103	368	976	113	1406	468
Effective Weighted Sample		1578	1151	259	272	113	541	391	336	306	939	311	826	95	1190	389
Total		1862	1517	177	101	67	645	462	399	353	1127	371	1008	127	1423	439
1 star	(1.0)	71 4%	59 4%	7 4%	4 4%	1 2%	15 2%	12 3%	18 5%	26 7% ab	39 3% b	3 1%	23 2%	1 *%	42 3% b	29 7% abcde
2 stars	(2.0)	79 4%	63 4%	7 4%	7 7% a	2 4%	17 3%	22 5%	14 3%	26 7% ac	44 4%	12 3%	28 3%	1 1%	54 4%	25 6% c
3 stars	(3.0)	325 17%	267 18%	25 14%	19 18%	14 21%	104 16%	102 22% ac	57 14%	60 17%	167 15%	66 18%	151 15%	12 10%	229 16%	96 22% acde
4 stars	(4.0)	689 37%	552 36%	74 42%	35 35%	28 42%	262 41% d	174 38% d	157 39% d	95 27%	418 37%	126 34%	366 36%	44 35%	534 38%	155 35%
5 stars	(5.0)	697 37%	576 38%	64 36%	36 36%	21 32%	247 38%	152 33%	152 38%	146 41% b	460 41% f	163 44% f	440 44% f	69 54% acef	564 40% f	134 30%
RATING OF 4-5 OUT OF 5		1386 74%	1128 74%	138 78%	71 70%	49 74%	509 79% bd	326 71%	309 78% bd	241 68%	878 78% f	289 78% f	806 80% f	113 89% abcef	1098 77% f	288 66%
Mean score		4.0	4.0	4.0	3.9	4.0	4.1 bd	3.9	4.0	3.9	4.1 f	4.2 f	4.2 ef	4.4 abcef	4.1 f	3.8
Standard deviation		1.03	1.04	1.01	1.09	.91	.92	.99	1.04	1.24	1.01	.89	.94	.74	.99	1.14
Standard error		.02	.03	.06	.07	.09	.04	.05	.05	.06	.03	.05	.03	.07	.03	.05

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 35

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total		1874	481	422	703	1171	228	668	685	1189	1054	654	1105	606	163
Effective Weighted Sample		1578	405	357	595	984	193	570	585	995	895	544	939	508	132
Total		1862	495	436	723	1139	241	706	722	1140	1076	629	1132	579	151
1 star	(1.0)	71 4%	17 3%	13 3%	26 4%	46 4%	5 2%	12 2%	12 2%	59 5% abc	30 3%	36 6% a	29 3%	18 3%	24 16% ab
2 stars	(2.0)	79 4%	18 4%	12 3%	26 4%	53 5%	3 1%	15 2%	15 2%	64 6% abc	32 3%	37 6% a	36 3%	32 6% a	11 7% a
3 stars	(3.0)	325 17%	82 17%	57 13%	114 16%	211 19% b	31 13%	100 14%	104 14%	221 19% abc	185 17%	115 18%	163 14%	126 22% a	36 24% a
4 stars	(4.0)	689 37%	167 34%	165 38%	260 36%	428 38%	81 34%	251 36%	255 35%	434 38%	383 36%	244 39%	406 36%	226 39%	56 37%
5 stars	(5.0)	697 37%	211 43% d	190 43% d	296 41% d	402 35%	122 51% d	326 46% d	335 46% d	362 32% d	446 41% b	196 31% bc	497 44% bc	177 31% c	24 16%
RATING OF 4-5 OUT OF 5		1386 74%	378 76%	355 81% d	556 77%	830 73%	203 84% d	578 82% d	590 82% d	796 70%	829 77% b	440 70%	903 80% bc	402 70% c	80 53%
Mean score		4.0	4.1 d	4.2 d	4.1 d	4.0	4.3 d	4.2 d	4.2 d	3.9	4.1 b	3.8	4.2 bc	3.9 c	3.3
Standard deviation		1.03	1.02	.95	1.02	1.04	.88	.89	.89	1.09	.97	1.10	.96	1.01	1.28
Standard error		.02	.05	.05	.04	.03	.06	.03	.03	.03	.03	.04	.03	.04	.10

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 35

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	b	c	a	b	a	b
Significance Level: 95%									
Unweighted total		1874	954	608	312	1641	228	405	1375
Effective Weighted Sample		1578	807	507	265	1377	201	346	1152
Total		1862	981	578	302	1588	269	415	1358
1 star	(1.0)	71	22	38	11	60	12	21	48
		4%	2%	7% a	4%	4%	4%	5%	4%
2 stars	(2.0)	79	23	40	16	70	9	25	51
		4%	2%	7% a	5% a	4%	3%	6%	4%
3 stars	(3.0)	325	153	113	59	282	44	76	233
		17%	16%	20%	19%	18%	16%	18%	17%
4 stars	(4.0)	689	358	220	111	589	96	147	505
		37%	36%	38%	37%	37%	36%	35%	37%
5 stars	(5.0)	697	425	167	105	588	108	146	521
		37%	43% bc	29%	35%	37%	40%	35%	38%
RATING OF 4-5 OUT OF 5		1386	783	387	217	1176	205	292	1025
		74%	80% bc	67%	72%	74%	76%	70%	75%
Mean score		4.0	4.2 bc	3.8	3.9 b	4.0	4.0	3.9	4.0 a
Standard deviation		1.03	.93	1.14	1.04	1.03	1.04	1.11	1.01
Standard error		.02	.03	.05	.06	.03	.07	.06	.03

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 36

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total		1559	499	474	586	776	783	249	250	248	226	279	307	165	739	645
Effective Weighted Sample		1320	425	404	502	658	662	212	213	213	191	239	263	138	623	553
Total		1554	521	408	625	774	780	260	261	214	193	300	325	154	712	680
1 star	(1.0)	4	-	3	1	3	1	-	-	2	1	1	-	-	1	3
		*%	-%	1%	*%	*%	*%	-%	-%	1%	1%	*%	-%	-%	*%	*%
2 stars	(2.0)	35	20	5	9	15	20	9	11	4	1	2	7	7	17	10
		2%	4%	1%	1%	2%	3%	4%	4%	2%	1%	1%	2%	5%	2%	1%
			bc					de	de					c		
3 stars	(3.0)	221	94	56	71	107	114	42	52	28	28	37	34	28	112	78
		14%	18%	14%	11%	14%	15%	16%	20%	13%	15%	12%	10%	18%	16%	11%
			c						ef					c	c	
4 stars	(4.0)	595	203	137	255	292	303	107	96	63	74	122	133	55	260	276
		38%	39%	34%	41%	38%	39%	41%	37%	29%	38%	41%	41%	36%	37%	41%
					b			c				c	c			
5 stars	(5.0)	700	204	207	289	358	342	102	102	119	88	138	152	64	322	314
		45%	39%	51%	46%	46%	44%	39%	39%	56%	46%	46%	47%	42%	45%	46%
				a	a					abde						
RATING OF 4-5 OUT OF 5		1295	406	344	544	650	645	208	198	182	163	260	284	119	582	590
		83%	78%	84%	87%	84%	83%	80%	76%	85%	84%	87%	87%	77%	82%	87%
				a	a					b	b	b	ab			ab
Mean score		4.3	4.1	4.3	4.3	4.3	4.2	4.2	4.1	4.4	4.3	4.3	4.3	4.1	4.2	4.3
				a	a					ab	b	ab	ab			a
Standard deviation		.80	.84	.80	.74	.80	.80	.82	.87	.82	.78	.74	.75	.88	.81	.76
Standard error		.02	.04	.04	.03	.03	.03	.05	.05	.05	.05	.04	.04	.07	.03	.03

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 36

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		1559	1019	209	211	120	505	419	324	310	954	316	748	89	1166	393
Effective Weighted Sample		1320	964	205	210	119	430	354	271	265	814	269	635	76	990	331
Total		1554	1266	141	78	69	506	410	329	308	970	318	766	101	1171	383
1 star	(1.0)	4	4	-	*	-	1	2	*	-	2	-	*	**	2	2
		%.0	%.0	-.0	%.0	-.0	%.0	1%	%.0	-.0	%.0	-.0	%.0	**	%.0	1%
2 stars	(2.0)	35	25	3	3	4	9	11	6	9	18	4	15	**	21	13
		2%	2%	2%	4%	5%	2%	3%	2%	3%	2%	1%	2%	**	2%	3%
						a										
3 stars	(3.0)	221	180	20	10	11	76	64	38	43	122	39	81	**	147	73
		14%	14%	14%	13%	16%	15%	16%	12%	14%	13%	12%	11%	**	13%	19%
																abce
4 stars	(4.0)	595	488	56	29	22	197	162	129	107	361	118	285	**	457	138
		38%	39%	39%	37%	32%	39%	40%	39%	35%	37%	37%	37%	**	39%	36%
5 stars	(5.0)	700	570	63	36	32	223	171	156	149	467	157	385	**	544	156
		45%	45%	44%	46%	46%	44%	42%	47%	48%	48%	50%	50%	**	46%	41%
											f	f	f			
RATING OF 4-5 OUT OF 5		1295	1058	118	64	54	420	333	285	256	828	275	670	**	1001	293
		83%	84%	84%	83%	79%	83%	81%	87%	83%	85%	87%	87%	**	85%	77%
											f	f	f		f	
Mean score		4.3	4.3	4.3	4.2	4.2	4.2	4.2	4.3	4.3	4.3	4.3	4.4	**	4.3	4.1
									b		f	f	f		f	
Standard deviation		.80	.79	.77	.86	.90	.79	.83	.75	.81	.77	.74	.75	**	.77	.88
Standard error		.02	.02	.05	.06	.08	.04	.04	.04	.05	.03	.04	.03	**	.02	.04

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 36

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total		1559	434	352	592	967	179	483	497	1062	823	576	918	521	120
Effective Weighted Sample		1320	366	295	500	820	155	413	426	896	702	484	782	440	100
Total		1554	444	360	601	953	192	510	523	1031	846	555	944	489	121
1 star	(1.0)	4 *%	- -%	- -%	- -%	4 *%	- -%	* *%	* *%	4 *%	2 *%	2 *%	* *%	4 1% a	- -%
2 stars	(2.0)	35 2%	11 2%	4 1%	12 2%	22 2%	2 1%	3 1%	3 1%	31 3% bc	15 2%	13 2%	17 2%	12 2%	6 5%
3 stars	(3.0)	221 14%	59 13%	36 10%	78 13%	143 15% b	16 9%	46 9%	50 10%	171 17% abc	103 12%	94 17% a	102 11%	86 17% a	33 27% ab
4 stars	(4.0)	595 38%	155 35%	121 34%	208 35%	386 41% bc	71 37%	187 37%	189 36%	405 39%	312 37%	223 40%	362 38%	191 39%	42 34%
5 stars	(5.0)	700 45%	220 49% d	199 55% d	302 50% d	398 42%	102 53% d	273 53% d	280 54% d	420 41%	413 49% b	223 40%	461 49% bc	197 40%	41 34%
RATING OF 4-5 OUT OF 5		1295 83%	374 84%	320 89% d	511 85%	784 82%	174 90% d	460 90% d	469 90% d	825 80%	725 86% b	446 80%	823 87% bc	388 79% c	83 68%
Mean score		4.3	4.3 d	4.4 ad	4.3 d	4.2	4.4 d	4.4 d	4.4 d	4.2	4.3 b	4.2	4.3 bc	4.2	4.0
Standard deviation		.80	.79	.71	.78	.81	.70	.69	.70	.83	.77	.82	.75	.85	.89
Standard error		.02	.04	.04	.03	.03	.05	.03	.03	.03	.03	.03	.02	.04	.08

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 36

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		1559	777	507	275	1383	172	347	1149
Effective Weighted Sample		1320	663	425	233	1169	152	299	969
Total		1554	805	487	262	1341	208	359	1135
1 star	(1.0)	4	3	1	-	2	2	1	3
		*%	*%	*%	-%	*%	1%	*%	*%
2 stars	(2.0)	35	10	18	6	30	4	9	25
		2%	1%	4%	2%	2%	2%	2%	2%
3 stars	(3.0)	221	84	89	48	183	35	49	163
		14%	10%	18%	18% a	14%	17%	14%	14%
4 stars	(4.0)	595	319	175	101	519	75	127	453
		38%	40%	36%	38%	39%	36%	35%	40%
5 stars	(5.0)	700	389	204	107	606	91	173	491
		45%	48% bc	42%	41%	45%	44%	48%	43%
RATING OF 4-5 OUT OF 5		1295	708	379	208	1126	167	300	944
		83%	88% bc	78%	79%	84%	80%	84%	83%
Mean score		4.3	4.3 bc	4.2	4.2	4.3	4.2	4.3	4.2
Standard deviation		.80	.74	.86	.81	.79	.85	.82	.79
Standard error		.02	.03	.04	.05	.02	.06	.04	.02

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 37

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total		2983	977	1056	950	1490	1493	487	490	535	521	468	482	305	1595	1066
Effective Weighted Sample		2520	832	900	814	1261	1259	416	415	459	441	400	414	258	1337	915
Total		2957	1041	904	1012	1485	1472	527	514	458	445	499	513	295	1525	1121
1 star	(1.0)	5	2	1	1	-	5	-	2	-	1	-	1	1	3	1
		*%	*%	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%
							a									
2 stars	(2.0)	18	3	5	9	6	11	3	1	2	3	1	7	1	8	9
		1%	*%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%	*%	1%	1%
													b			
3 stars	(3.0)	171	60	27	85	72	99	39	21	6	21	27	58	15	61	95
		6%	6%	3%	8%	5%	7%	7%	4%	1%	5%	5%	11%	5%	4%	8%
			b		ab		a	bc	c		c	c	bcde			b
4 stars	(4.0)	644	204	176	264	304	340	101	104	83	92	120	145	63	283	297
		22%	20%	19%	26%	20%	23%	19%	20%	18%	21%	24%	28%	21%	19%	26%
					ab							c	abcd			b
5 stars	(5.0)	2119	772	695	653	1102	1016	385	387	367	328	351	302	216	1171	719
		72%	74%	77%	65%	74%	69%	73%	75%	80%	74%	70%	59%	73%	77%	64%
			c	c		b		f	f	adef	f	f		c	c	
RATING OF 4-5 OUT OF 5		2763	976	870	917	1406	1357	486	490	450	420	470	447	278	1454	1016
		93%	94%	96%	91%	95%	92%	92%	95%	98%	94%	94%	87%	94%	95%	91%
			c	ac		b		f	af	abdef	f	f			c	
Mean score		4.6	4.7	4.7	4.5	4.7	4.6	4.6	4.7	4.8	4.7	4.6	4.4	4.7	4.7	4.5
			c	c		b		f	f	abdef	f	f		c	c	
Standard deviation		.63	.62	.56	.70	.58	.68	.64	.59	.48	.63	.60	.77	.61	.58	.69
Standard error		.01	.02	.02	.02	.02	.02	.03	.03	.02	.03	.03	.03	.04	.01	.02

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 37

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

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

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

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total		2983	1958	398	405	222	802	813	617	742	1560	490	1242	106	1992	991
Effective Weighted Sample		2520	1846	391	404	219	683	683	519	628	1335	418	1050	92	1693	829
Total		2957	2414	265	149	128	798	807	614	728	1611	508	1287	126	2019	938
1 star	(1.0)	5 *%	3 *%	- -%	- -%	1 1% a	1 *%	1 *%	1 *%	2 *%	3 *%	- -%	2 *%	- -%	3 *%	2 *%
2 stars	(2.0)	18 1%	14 1%	2 1%	1 *%	1 1%	6 1%	5 1%	1 *%	5 1%	8 1%	3 1%	7 1%	- -%	11 1%	7 1%
3 stars	(3.0)	171 6%	143 6%	13 5%	10 7%	5 4%	65 8% bd	27 3%	50 8% bd	30 4%	85 5%	37 7%	73 6%	6 5%	111 6%	60 6%
4 stars	(4.0)	644 22% c	531 22% c	61 23% c	26 17%	26 21%	192 24% cd	201 25% cd	107 17%	142 20%	382 24% f	131 26% f	302 23% f	31 24%	468 23% f	176 19%
5 stars	(5.0)	2119 72%	1723 71%	189 71%	113 76%	94 74%	534 67%	573 71%	455 74% a	548 75% a	1134 70%	337 66%	903 70%	89 71%	1425 71%	693 74% b
RATING OF 4-5 OUT OF 5		2763 93%	2253 93%	251 94%	138 93%	121 94%	727 91%	774 96% ac	563 92%	690 95% ac	1516 94%	468 92%	1205 94%	119 95%	1894 94%	869 93%
Mean score		4.6	4.6	4.7	4.7	4.7	4.6	4.7 a	4.7 a	4.7 a	4.6	4.6	4.6	4.7	4.6	4.7 b
Standard deviation		.63	.63	.60	.62	.68	.68	.59	.64	.61	.62	.65	.63	.58	.63	.65
Standard error		.01	.01	.03	.03	.05	.02	.02	.03	.02	.02	.03	.02	.06	.01	.02

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 37

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total		2983	753	585	1040	1943	290	786	808	2175	1452	1192	1574	1097	312
Effective Weighted Sample		2520	641	496	886	1637	243	666	685	1838	1235	1002	1343	924	258
Total		2957	790	606	1084	1872	296	830	850	2107	1480	1152	1629	1026	301
1 star	(1.0)	5 *%	3 *%	2 *%	3 *%	2 *%	- -%	- -%	- -%	5 *%	2 *%	3 *%	3 *%	- -%	2 1% b
2 stars	(2.0)	18 1%	5 1%	3 1%	5 *%	12 1%	1 *%	6 1%	6 1%	12 1%	9 1%	6 1%	8 *%	6 1%	5 2% a
3 stars	(3.0)	171 6%	29 4%	31 5%	43 4%	128 7% ac	12 4%	47 6%	47 6%	124 6%	87 6%	70 6%	82 5%	69 7%	20 7%
4 stars	(4.0)	644 22%	153 19%	146 24% a	233 21%	411 22%	64 22%	190 23%	193 23%	451 21%	333 22%	239 21%	369 23%	211 21%	64 21%
5 stars	(5.0)	2119 72%	600 76% bd	423 70%	800 74%	1319 70%	219 74%	587 71%	603 71%	1515 72%	1049 71%	834 72%	1168 72%	741 72%	210 70%
RATING OF 4-5 OUT OF 5		2763 93%	753 95% d	570 94%	1033 95% d	1730 92%	283 96%	777 94%	797 94%	1966 93%	1381 93%	1073 93%	1538 94% c	952 93%	274 91%
Mean score		4.6	4.7 d	4.6	4.7 d	4.6	4.7	4.6	4.6	4.6	4.6	4.6	4.7	4.6	4.6
Standard deviation		.63	.60	.64	.60	.65	.56	.62	.62	.64	.64	.64	.61	.63	.74
Standard error		.01	.02	.03	.02	.01	.03	.02	.02	.01	.02	.02	.02	.02	.04

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

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		2983	1306	1139	538	2584	384	665	2191
Effective Weighted Sample		2520	1111	956	457	2180	339	571	1843
Total		2957	1359	1073	525	2481	460	670	2154
1 star	(1.0)	5	2	3	-	3	2	1	4
		%	%	%	%	%	%	%	%
2 stars	(2.0)	18	5	10	3	16	2	7	10
		1%	%	1%	1%	1%	%	1%	%
3 stars	(3.0)	171	80	66	25	138	31	35	129
		6%	6%	6%	5%	6%	7%	5%	6%
4 stars	(4.0)	644	311	203	130	528	113	132	481
		22%	23%	19%	25%	21%	25%	20%	22%
			b		b				
5 stars	(5.0)	2119	960	791	367	1796	312	494	1531
		72%	71%	74%	70%	72%	68%	74%	71%
RATING OF 4-5 OUT OF 5		2763	1271	994	498	2324	425	626	2012
		93%	94%	93%	95%	94%	92%	94%	93%
Mean score		4.6	4.6	4.6	4.6	4.7	4.6	4.7	4.6
Standard deviation		.63	.62	.66	.60	.62	.67	.64	.63
Standard error		.01	.02	.02	.03	.01	.03	.02	.01

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 38

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

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

Base : Those whose child watches Disney+ at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%																
Unweighted total		2312	870	785	657	1086	1226	404	466	369	416	313	344	277	1291	731
Effective Weighted Sample		1949	740	672	558	916	1033	344	395	316	356	264	293	233	1085	623
Total		2260	912	661	687	1067	1193	427	485	313	348	326	361	263	1228	757
1 star	(1.0)	2	2	1	-	2	-	2	-	1	-	-	-	-	2	-
		*%	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	-%
2 stars	(2.0)	6	2	1	3	3	2	2	*	-	1	2	1	2	1	3
		*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	1%	*%	*%
														b		
3 stars	(3.0)	137	44	35	58	68	69	23	21	16	19	29	29	15	60	61
		6%	5%	5%	8%	6%	6%	5%	4%	5%	6%	9%	8%	6%	5%	8%
					ab							b	b			b
4 stars	(4.0)	616	245	166	206	323	293	131	113	91	75	101	105	63	319	231
		27%	27%	25%	30%	30%	25%	31%	23%	29%	22%	31%	29%	24%	26%	31%
						b		bd		d		bd	d			b
5 stars	(5.0)	1499	620	458	421	670	829	269	350	205	253	195	226	183	847	462
		66%	68%	69%	61%	63%	69%	63%	72%	66%	73%	60%	63%	70%	69%	61%
			c	c			a		aef		acef			c	c	
RATING OF 4-5 OUT OF 5		2115	864	624	627	993	1122	401	464	296	328	296	331	246	1165	693
		94%	95%	94%	91%	93%	94%	94%	96%	95%	94%	91%	92%	93%	95%	92%
			c	c					ef						c	
Mean score		4.6	4.6	4.6	4.5	4.6	4.6	4.6	4.7	4.6	4.7	4.5	4.5	4.6	4.6	4.5
			c	c			a		aef		aef			c	c	
Standard deviation		.62	.61	.60	.66	.65	.60	.65	.56	.61	.59	.68	.65	.63	.60	.66
Standard error		.01	.02	.02	.03	.02	.02	.03	.03	.03	.03	.04	.04	.04	.02	.02

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 38

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

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

Base : Those whose child watches Disney+ at least weekly

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		2312	1493	330	332	157	662	632	481	528	1274	380	991	95	1595	717
Effective Weighted Sample		1949	1408	325	331	156	564	531	401	446	1085	322	836	82	1350	601
Total		2260	1829	219	122	90	667	608	467	510	1293	389	1014	111	1597	663
1 star	(1.0)	2 *%	2 *%	- -%	- -%	- -%	- -%	1 *%	2 *%	- -%	- -%	- -%	- -%	** **	- -%	2 *% ae
2 stars	(2.0)	6 *%	3 *%	1 1%	1 1%	1 1%	3 *%	1 *%	2 *%	- -%	3 *%	1 *%	2 *%	** **	3 *%	2 *%
3 stars	(3.0)	137 6%	107 6%	15 7%	6 5%	9 10% c	40 6%	33 5%	24 5%	39 8%	70 5%	19 5%	61 6%	** **	92 6%	44 7%
4 stars	(4.0)	616 27%	510 28% cd	64 29% cd	25 20%	18 20%	207 31% d	178 29% d	121 26%	107 21%	343 27%	110 28%	269 27%	** **	440 28%	176 26%
5 stars	(5.0)	1499 66%	1207 66%	138 63%	91 75% ab	62 69%	417 63%	394 65%	318 68%	364 71% ab	877 68%	259 67%	682 67%	** **	1061 66%	438 66%
RATING OF 4-5 OUT OF 5		2115 94%	1717 94% d	202 92%	116 95% d	80 90%	624 94%	573 94%	439 94%	471 92%	1220 94%	369 95%	951 94%	** **	1501 94%	614 93%
Mean score		4.6	4.6	4.5	4.7 ab	4.6	4.6	4.6	4.6	4.6 a	4.6	4.6	4.6	**	4.6	4.6
Standard deviation		.62	.62	.66	.59	.69	.62	.61	.64	.62	.60	.59	.61	**	.61	.67
Standard error		.01	.02	.04	.03	.06	.02	.02	.03	.03	.02	.03	.02	**	.02	.02

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 38

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

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

Base : Those whose child watches Disney+ at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total		2312	668	490	894	1418	235	652	665	1647	1097	953	1267	826	219
Effective Weighted Sample		1949	565	411	757	1193	197	552	563	1388	929	801	1074	698	180
Total		2260	688	498	911	1349	241	677	688	1572	1097	913	1287	767	206
1 star	(1.0)	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	- -%	2 *%	1 *%	2 *%	2 *%	1 *%	- -%
2 stars	(2.0)	6 *%	2 *%	1 *%	2 *%	4 *%	1 *%	2 *%	2 *%	4 *%	2 *%	1 *%	* *%	5 1% a	1 *%
3 stars	(3.0)	137 6%	29 4%	23 5%	40 4%	97 7% ac	13 6%	36 5%	36 5%	101 6%	72 7%	49 5%	63 5%	57 7% a	17 8%
4 stars	(4.0)	616 27%	155 23%	118 24%	213 23%	403 30% abc	69 29%	187 28%	194 28%	422 27%	299 27%	259 28%	334 26%	223 29%	59 29%
5 stars	(5.0)	1499 66%	502 73% d	356 72% d	656 72% d	843 62%	158 66%	451 67%	456 66%	1043 66%	723 66%	603 66%	888 69% b	482 63%	129 63%
RATING OF 4-5 OUT OF 5		2115 94%	657 95% d	474 95% d	869 95% d	1246 92%	227 94%	639 94%	650 94%	1465 93%	1022 93%	862 94%	1222 95% b	705 92%	188 92%
Mean score		4.6	4.7 d	4.7 d	4.7 d	4.5	4.6	4.6	4.6	4.6	4.6	4.6	4.6 bc	4.5	4.5
Standard deviation		.62	.56	.57	.56	.66	.61	.60	.60	.64	.63	.61	.59	.67	.66
Standard error		.01	.02	.03	.02	.02	.04	.02	.02	.02	.02	.02	.02	.02	.04

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

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

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

Base : Those whose child watches Disney+ at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%									
Unweighted total		2312	1077	836	399	2068	235	499	1711
Effective Weighted Sample		1949	913	698	341	1743	206	423	1439
Total		2260	1100	774	386	1968	282	495	1661
1 star	(1.0)	2	-	2	-	2	-	-	2
		*%	-%	*%	-%	*%	-%	-%	*%
2 stars	(2.0)	6	*	4	1	5	*	2	3
		*%	*%	1%	*%	*%	*%	*%	*%
3 stars	(3.0)	137	64	51	22	119	17	38	93
		6%	6%	7%	6%	6%	6%	8%	6%
4 stars	(4.0)	616	288	209	119	519	96	124	459
		27%	26%	27%	31%	26%	34% a	25%	28%
5 stars	(5.0)	1499	748	507	244	1322	168	332	1103
		66%	68%	66%	63%	67% b	60%	67%	66%
RATING OF 4-5 OUT OF 5		2115 94%	1036 94%	716 93%	363 94%	1842 94%	264 94%	456 92%	1562 94%
Mean score		4.6	4.6	4.6	4.6	4.6	4.5	4.6	4.6
Standard deviation		.62	.59	.67	.61	.63	.62	.65	.62
Standard error		.01	.02	.02	.03	.01	.04	.03	.01

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

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

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

Base : Those whose child watches Britbox at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			~a	~b	~c	~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total		102	23	23	56	61	41	17	6	15	8	29	27	4	36	62
Effective Weighted Sample		89	20	19	50	52	37	14	5	13	7	25	25	4	31	55
Total		119	28	24	66	70	49	20	8	17	7	33	34	6	42	72
2 stars	(2.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	63	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		104	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		87%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		4.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		.76	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		.08	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : Those whose child watches Britbox at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~e	~f
Unweighted total		102	80	9	6	7	59	12	24	6	87	49	86	37	96	6
Effective Weighted Sample		89	75	9	6	7	52	11	21	5	76	43	76	33	84	5
Total		119	107	6	2	4	69	15	28	6	103	59	105	46	114	5
2 stars	(2.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	63	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		104	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		87%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		4.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		.76	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		.08	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : Those whose child watches Britbox at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted total		102	54	64	73	29	38	74	74	28	84	13	92	7	3
Effective Weighted Sample		89	49	56	64	25	34	65	65	24	73	12	81	6	3
Total		119	69	75	88	31	47	92	92	27	100	12	109	5	4
2 stars	(2.0)	2	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	41	**	**	**	**	**	**	**	**	**	**	**	**	**
		35%	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	63	**	**	**	**	**	**	**	**	**	**	**	**	**
		53%	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		104	**	**	**	**	**	**	**	**	**	**	**	**	**
		87%	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		4.4	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		.76	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		.08	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : Those whose child watches Britbox at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
			YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
		Total	~a	~b	~c	~a	~b	~a	~b
Significance Level: 95%									
Unweighted total		102	88	10	4	92	10	21	79
Effective Weighted Sample		89	77	9	4	79	9	19	68
Total		119	105	10	4	106	13	27	90
2 stars	(2.0)	2	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**
3 stars	(3.0)	13	**	**	**	**	**	**	**
		11%	**	**	**	**	**	**	**
4 stars	(4.0)	41	**	**	**	**	**	**	**
		35%	**	**	**	**	**	**	**
5 stars	(5.0)	63	**	**	**	**	**	**	**
		53%	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		104	**	**	**	**	**	**	**
		87%	**	**	**	**	**	**	**
Mean score		4.4	**	**	**	**	**	**	**
Standard deviation		.76	**	**	**	**	**	**	**
Standard error		.08	**	**	**	**	**	**	**
Columns Tested: a,b,c - a,b - a,b									

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
Total		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	184	49	42	93	98	86	27	22	25	17	46	47	5	80	99
Effective Weighted Sample	161	44	36	82	85	77	25	19	21	15	39	42	5	70	87
Total	224	66	45	113	117	107	37	28	25	20	54	59	6	98	119
1 star	(1.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2 stars	(2.0)	6	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	30	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	84	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	102	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5	186	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	4.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	.84	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.06	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 40

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

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

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

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
			a	~b	~c	~d	a	~b	~c	~d	a	~b	c	~d	e	~f
Significance Level: 95%																
Unweighted total		184	141	22	11	10	116	36	20	12	147	85	155	42	170	14
Effective Weighted Sample		161	135	21	11	10	102	31	18	11	130	74	136	36	150	11
Total		224	199	15	4	6	141	42	24	16	179	103	189	52	207	16
1 star	(1.0)	1	1	**	**	**	1	**	**	**	1	**	1	**	1	**
		1%	1%	**	**	**	1%	**	**	**	1%	**	1%	**	1%	**
2 stars	(2.0)	6	6	**	**	**	3	**	**	**	5	**	5	**	5	**
		3%	3%	**	**	**	2%	**	**	**	3%	**	2%	**	2%	**
3 stars	(3.0)	30	29	**	**	**	14	**	**	**	25	**	23	**	29	**
		14%	15%	**	**	**	10%	**	**	**	14%	**	12%	**	14%	**
4 stars	(4.0)	84	72	**	**	**	54	**	**	**	67	**	70	**	80	**
		37%	36%	**	**	**	38%	**	**	**	38%	**	37%	**	38%	**
5 stars	(5.0)	102	90	**	**	**	69	**	**	**	81	**	90	**	93	**
		46%	45%	**	**	**	49%	**	**	**	45%	**	48%	**	45%	**
RATING OF 4-5 OUT OF 5		186	163	**	**	**	123	**	**	**	149	**	160	**	172	**
		83%	82%	**	**	**	87%	**	**	**	83%	**	85%	**	83%	**
Mean score		4.2	4.2	**	**	**	4.3	**	**	**	4.2	**	4.3	**	4.2	**
Standard deviation		.84	.86	**	**	**	.82	**	**	**	.84	**	.83	**	.83	**
Standard error		.06	.07	**	**	**	.08	**	**	**	.07	**	.07	**	.06	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 40

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			~a	~b	c	~d	~a	b	c	~d	a	~b	a	~b	~c
Unweighted total		184	83	77	109	75	60	130	133	51	147	30	155	21	8
Effective Weighted Sample		161	73	69	96	65	52	115	117	44	129	26	138	17	7
Total		224	101	99	136	88	73	163	165	59	175	38	193	21	10
1 star	(1.0)	1	**	**	1	**	**	1	1	**	1	**	1	**	**
		1%	**	**	1%	**	**	1%	1%	**	1%	**	1%	**	**
2 stars	(2.0)	6	**	**	3	**	**	5	5	**	3	**	5	**	**
		3%	**	**	2%	**	**	3%	3%	**	2%	**	3%	**	**
3 stars	(3.0)	30	**	**	17	**	**	16	16	**	22	**	26	**	**
		14%	**	**	12%	**	**	10%	10%	**	12%	**	13%	**	**
4 stars	(4.0)	84	**	**	47	**	**	62	63	**	68	**	68	**	**
		37%	**	**	35%	**	**	38%	38%	**	39%	**	36%	**	**
5 stars	(5.0)	102	**	**	67	**	**	79	79	**	81	**	92	**	**
		46%	**	**	49%	**	**	48%	48%	**	46%	**	48%	**	**
RATING OF 4-5 OUT OF 5		186	**	**	115	**	**	141	142	**	149	**	161	**	**
		83%	**	**	84%	**	**	87%	86%	**	85%	**	83%	**	**
Mean score		4.2	**	**	4.3	**	**	4.3	4.3	**	4.3	**	4.3	**	**
Standard deviation		.84	**	**	.85	**	**	.83	.83	**	.81	**	.84	**	**
Standard error		.06	**	**	.08	**	**	.07	.07	**	.07	**	.07	**	**

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

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	~a	b
Unweighted total		184	147	28	9	154	29	50	126
Effective Weighted Sample		161	130	23	9	134	27	43	111
Total		224	181	30	12	182	40	58	154
1 star	(1.0)	1	1	**	**	1	**	**	-
		1%	1%	**	**	1%	**	**	-%
2 stars	(2.0)	6	4	**	**	3	**	**	4
		3%	2%	**	**	2%	**	**	2%
3 stars	(3.0)	30	27	**	**	24	**	**	18
		14%	15%	**	**	13%	**	**	12%
4 stars	(4.0)	84	62	**	**	66	**	**	57
		37%	34%	**	**	36%	**	**	37%
5 stars	(5.0)	102	88	**	**	88	**	**	75
		46%	48%	**	**	48%	**	**	49%
RATING OF 4-5 OUT OF 5		186	149	**	**	154	**	**	132
		83%	82%	**	**	84%	**	**	86%
Mean score		4.2	4.3	**	**	4.3	**	**	4.3
Standard deviation		.84	.84	**	**	.82	**	**	.78
Standard error		.06	.07	**	**	.07	**	**	.07

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 41

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

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

Base : Those whose child watches Cartoon Network at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	~a	b	c
Unweighted total		897	273	343	281	498	399	150	123	195	148	153	128	55	526	310
Effective Weighted Sample		763	235	290	246	425	338	129	106	166	124	133	112	48	440	271
Total		927	307	304	316	522	404	172	135	178	125	171	144	61	516	344
1 star	(1.0)	3	2	1	-	1	2	-	2	1	-	-	-	**	2	-
		*%	1%	*%	-%	*%	*%	-%	1%	*%	-%	-%	-%	**	*%	-%
2 stars	(2.0)	26	8	6	12	15	11	5	3	3	3	7	5	**	13	12
		3%	3%	2%	4%	3%	3%	3%	2%	2%	2%	4%	3%	**	3%	3%
3 stars	(3.0)	168	65	39	64	94	74	37	28	21	18	36	28	**	88	68
		18%	21%	13%	20%	18%	18%	22%	21%	12%	14%	21%	19%	**	17%	20%
			b		b			c	c			c				
4 stars	(4.0)	334	113	109	111	188	145	67	47	63	46	59	53	**	190	119
		36%	37%	36%	35%	36%	36%	39%	35%	35%	37%	34%	36%	**	37%	35%
5 stars	(5.0)	396	119	148	129	224	172	63	55	90	58	70	59	**	223	144
		43%	39%	49%	41%	43%	43%	37%	41%	51%	46%	41%	41%	**	43%	42%
				a						a						
RATING OF 4-5 OUT OF 5		730	232	258	240	412	318	130	102	153	104	129	112	**	414	263
		79%	76%	85%	76%	79%	79%	75%	76%	86%	83%	75%	77%	**	80%	77%
				ac						abe						
Mean score		4.2	4.1	4.3	4.1	4.2	4.2	4.1	4.1	4.3	4.3	4.1	4.1	**	4.2	4.2
				ac						abe						
Standard deviation		.85	.87	.79	.86	.84	.85	.84	.91	.79	.80	.88	.85	**	.83	.86
Standard error		.03	.05	.04	.05	.04	.04	.07	.08	.06	.07	.07	.08	**	.04	.05

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 41

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

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

Base : Those whose child watches Cartoon Network at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	~d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		897	627	123	102	45	362	185	172	173	611	218	579	81	751	146
Effective Weighted Sample		763	588	121	102	45	311	159	142	147	523	189	496	70	643	121
Total		927	783	81	37	26	380	197	178	168	640	239	625	96	787	140
1 star	(1.0)	3	2	1	-	**	1	-	1	1	2	-	-	**	2	1
		*%	*%	1%	-%	**	*%	-%	*%	*%	*%	-%	-%	**	*%	1%
2 stars	(2.0)	26	21	3	*	**	8	7	6	5	17	5	17	**	19	7
		3%	3%	3%	1%	**	2%	4%	3%	3%	3%	2%	3%	**	2%	5%
3 stars	(3.0)	168	141	17	6	**	62	38	39	29	117	36	97	**	138	30
		18%	18%	21%	17%	**	16%	19%	22%	17%	18%	15%	16%	**	17%	22%
4 stars	(4.0)	334	282	30	12	**	130	87	57	58	217	79	223	**	285	49
		36%	36%	37%	33%	**	34%	44% ac	32%	34%	34%	33%	36%	**	36%	35%
5 stars	(5.0)	396	337	31	18	**	178	65	76	75	287	119	289	**	343	53
		43%	43%	39%	50%	**	47% b	33%	43%	45% b	45%	50% f	46%	**	44%	38%
RATING OF 4-5 OUT OF 5		730	619	61	31	**	309	152	132	133	505	199	511	**	628	102
		79%	79%	75%	82%	**	81%	77%	75%	79%	79%	83% f	82% f	**	80%	73%
Mean score		4.2	4.2	4.1	4.3	**	4.3 b	4.1	4.1	4.2	4.2	4.3 f	4.3 f	**	4.2	4.0
Standard deviation		.85	.84	.90	.79	**	.82	.82	.89	.87	.85	.79	.81	**	.83	.93
Standard error		.03	.03	.08	.08	**	.04	.06	.07	.07	.03	.05	.03	**	.03	.08

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 41

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

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

Base : Those whose child watches Cartoon Network at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
			a	b	c	d	a	b	c	d	a	b	a	b	~c
Significance Level: 95%															
Unweighted total		897	324	313	456	441	168	452	460	437	579	240	620	217	60
Effective Weighted Sample		763	277	263	388	375	143	390	396	369	494	202	531	182	50
Total		927	350	324	481	446	182	498	505	422	607	240	656	215	55
1 star	(1.0)	3	2	1	2	1	-	1	1	2	-	2	-	-	**
		*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	1%	-%	-%	**
2 stars	(2.0)	26	7	11	12	15	7	12	12	14	15	9	15	7	**
		3%	2%	3%	2%	3%	4%	2%	2%	3%	2%	4%	2%	3%	**
3 stars	(3.0)	168	57	49	79	89	23	64	67	101	90	62	97	56	**
		18%	16%	15%	16%	20%	13%	13%	13%	24% abc	15%	26% a	15%	26% a	**
4 stars	(4.0)	334	99	108	154	180	64	181	182	152	217	90	229	89	**
		36%	28%	33%	32%	40% ac	35%	36%	36%	36%	36%	37%	35%	41%	**
5 stars	(5.0)	396	186	156	234	162	88	239	243	153	285	76	316	63	**
		43%	53% d	48% d	49% d	36%	48% d	48% d	48% d	36%	47% b	32%	48% b	29%	**
RATING OF 4-5 OUT OF 5		730	285	264	388	341	152	420	425	305	502	166	545	152	**
		79%	81%	82%	81%	77%	83% d	84% d	84% d	72%	83% b	69%	83% b	71%	**
Mean score		4.2	4.3 d	4.3 d	4.3 d	4.1	4.3 d	4.3 d	4.3 d	4.0	4.3 b	4.0	4.3 b	4.0	**
Standard deviation		.85	.85	.85	.84	.84	.83	.80	.80	.88	.80	.89	.80	.83	**
Standard error		.03	.05	.05	.04	.04	.06	.04	.04	.04	.03	.06	.03	.06	**

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

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

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

Base : Those whose child watches Cartoon Network at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%									
Unweighted total		897	542	216	139	730	162	207	643
Effective Weighted Sample		763	464	179	120	617	143	176	547
Total		927	576	207	143	728	193	212	664
1 star	(1.0)	3	-	3	-	2	1	2	1
		*%	-%	1% a	-%	*%	1%	1%	*%
2 stars	(2.0)	26	12	9	5	24	2	7	17
		3%	2%	4%	4%	3%	1%	3%	3%
3 stars	(3.0)	168	89	49	30	127	40	36	124
		18%	15%	24% a	21%	17%	21%	17%	19%
4 stars	(4.0)	334	196	78	60	270	64	78	244
		36%	34%	38%	42%	37%	33%	37%	37%
5 stars	(5.0)	396	280	69	48	306	86	88	278
		43%	49% bc	33%	34%	42%	45%	42%	42%
RATING OF 4-5 OUT OF 5		730	476	146	108	576	150	167	521
		79%	83% b	71%	75%	79%	78%	79%	79%
Mean score		4.2	4.3 bc	4.0	4.1	4.2	4.2	4.2	4.2
Standard deviation		.85	.80	.93	.83	.85	.84	.88	.83
Standard error		.03	.03	.06	.07	.03	.07	.06	.03

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 42

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total		1091	427	395	269	550	541	223	204	191	204	136	133	126	644	316
Effective Weighted Sample		919	364	334	232	465	454	191	173	162	172	117	115	106	539	272
Total		1117	465	343	309	573	544	242	223	170	173	161	148	126	635	351
1 star	(1.0)	9	2	3	4	7	2	1	1	3	-	3	1	-	4	5
		1%	*%	1%	1%	1%	*%	*%	*%	2%	-%	2%	1%	-%	1%	2%
2 stars	(2.0)	35	16	8	11	18	17	9	8	4	4	5	6	5	17	14
		3%	4%	2%	4%	3%	3%	4%	3%	3%	2%	3%	4%	4%	3%	4%
3 stars	(3.0)	211	76	61	74	103	108	44	32	28	34	32	42	19	111	80
		19%	16%	18%	24% a	18%	20%	18%	14%	16%	19%	20%	29% abc	15%	17%	23%
4 stars	(4.0)	390	175	112	102	204	186	88	88	59	53	57	45	49	220	119
		35%	38%	33%	33%	36%	34%	36%	39%	35%	31%	35%	31%	39%	35%	34%
5 stars	(5.0)	471	195	159	117	241	230	101	94	76	83	64	53	53	284	133
		42%	42%	46%	38%	42%	42%	42%	42%	45%	48%	40%	36%	42%	45%	38%
RATING OF 4-5 OUT OF 5		861	371	271	219	445	416	189	182	135	136	121	99	102	504	252
		77%	80%	79%	71%	78%	77%	78%	82%	80%	78%	75%	67%	81%	79%	72%
			c	c				f	f	f	f				c	
Mean score		4.1	4.2	4.2	4.0	4.1	4.1	4.1	4.2	4.2	4.2	4.1	4.0	4.2	4.2	4.0
				c					f		f				c	
Standard deviation		.89	.86	.87	.94	.91	.87	.87	.84	.90	.84	.95	.94	.83	.86	.95
Standard error		.03	.04	.04	.06	.04	.04	.06	.06	.07	.06	.08	.08	.07	.03	.05

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 42

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	~d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		1091	749	128	138	76	397	241	230	216	754	222	644	85	891	200
Effective Weighted Sample		919	702	126	138	76	338	203	188	187	640	190	545	73	752	168
Total		1117	940	84	50	43	425	247	226	211	794	248	692	103	926	190
1 star	(1.0)	9	8	1	1	**	3	4	*	3	6	-	5	**	7	2
		1%	1%	1%	2%	**	1%	2%	*%	1%	1%	-%	1%	**	1%	1%
2 stars	(2.0)	35	28	3	1	**	14	9	6	6	22	10	19	**	27	8
		3%	3%	4%	2%	**	3%	4%	3%	3%	3%	4%	3%	**	3%	4%
3 stars	(3.0)	211	176	19	10	**	72	46	42	48	138	44	114	**	168	43
		19%	19%	23%	20%	**	17%	19%	19%	23%	17%	18%	16%	**	18%	23%
4 stars	(4.0)	390	325	31	18	**	152	92	80	65	273	80	249	**	325	64
		35%	35%	37%	36%	**	36%	37%	35%	31%	34%	32%	36%	**	35%	34%
5 stars	(5.0)	471	403	30	20	**	183	96	98	89	356	114	304	**	399	73
		42%	43%	35%	40%	**	43%	39%	43%	42%	45%	46%	44%	**	43%	38%
RATING OF 4-5 OUT OF 5		861	728	60	38	**	336	188	178	155	629	195	553	**	724	137
		77%	77%	72%	76%	**	79%	76%	78%	73%	79% f	78%	80% f	**	78%	72%
Mean score		4.1	4.2	4.0	4.1	**	4.2	4.1	4.2	4.1	4.2 f	4.2	4.2 f	**	4.2	4.0
Standard deviation		.89	.89	.91	.94	**	.87	.93	.84	.93	.87	.87	.87	**	.88	.94
Standard error		.03	.03	.08	.08	**	.04	.06	.06	.06	.03	.06	.03	**	.03	.07

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 42

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	~c
Unweighted total		1091	433	354	585	506	162	473	480	611	622	343	722	302	67
Effective Weighted Sample		919	369	297	495	425	136	405	411	514	523	293	614	253	55
Total		1117	467	375	622	495	175	533	540	577	656	334	769	284	64
1 star	(1.0)	9	4	3	4	6	1	3	3	7	2	7	*	8	**
		1%	1%	1%	1%	1%	1%	1%	3%	3%	1%	2%	1%	3%	**
2 stars	(2.0)	35	11	11	16	19	6	11	12	23	17	15	16	11	**
		3%	2%	3%	3%	4%	3%	2%	2%	4%	3%	4%	2%	4%	**
3 stars	(3.0)	211	75	47	100	111	29	78	80	131	119	68	115	79	**
		19%	16%	13%	16%	22% abc	16%	15%	15%	23% bc	18%	20%	15%	28% a	**
4 stars	(4.0)	390	148	121	205	184	57	189	191	199	230	112	276	101	**
		35%	32%	32%	33%	37%	32%	36%	35%	34%	35%	33%	36%	36%	**
5 stars	(5.0)	471	230	194	297	175	82	252	254	218	288	133	362	85	**
		42%	49% d	52% d	48% d	35%	47% d	47% d	47% d	38%	44%	40%	47% b	30%	**
RATING OF 4-5 OUT OF 5		861	378	314	502	359	139	441	445	416	518	244	638	186	**
		77%	81% d	84% d	81% d	73%	80%	83% d	82% d	72%	79%	73%	83% b	66%	**
Mean score		4.1	4.3 d	4.3 d	4.2 d	4.0	4.2 d	4.3 d	4.3 d	4.0	4.2 b	4.0	4.3 b	3.9	**
Standard deviation		.89	.87	.85	.86	.91	.89	.82	.83	.93	.84	.98	.79	.98	**
Standard error		.03	.04	.05	.04	.04	.07	.04	.04	.04	.03	.05	.03	.06	**

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

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	b	c	a	b	a	b
Significance Level: 95%									
Unweighted total		1091	627	303	161	917	171	224	813
Effective Weighted Sample		919	534	253	136	769	151	188	686
Total		1117	682	275	160	904	209	224	833
1 star	(1.0)	9	2	5	2	7	2	6	3
		1%	*%	2% a	1%	1%	1%	3% b	*%
2 stars	(2.0)	35	11	21	3	28	7	11	24
		3%	2%	8% ac	2%	3%	3%	5%	3%
3 stars	(3.0)	211	112	67	32	165	45	53	153
		19%	16%	24% a	20%	18%	22%	24%	18%
4 stars	(4.0)	390	239	90	61	317	73	70	302
		35%	35%	33%	38%	35%	35%	31%	36%
5 stars	(5.0)	471	318	92	61	387	81	84	352
		42%	47% b	34%	38%	43%	39%	38%	42%
RATING OF 4-5 OUT OF 5		861	557	182	122	704	155	154	653
		77%	82% b	66%	77% b	78%	74%	69%	78% a
Mean score		4.1	4.3 bc	3.9	4.1 b	4.2	4.1	4.0	4.2 a
Standard deviation		.89	.81	1.02	.88	.88	.91	1.02	.85
Standard error		.03	.03	.06	.07	.03	.07	.07	.03

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 43

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
			a	b	~c	a	b	a	b	~c	~d	~e	~f	~a	b	c
Significance Level: 95%																
Unweighted total		510	272	142	96	238	272	131	141	59	83	48	48	75	323	111
Effective Weighted Sample		431	231	119	83	202	229	111	120	51	69	41	42	65	272	95
Total		541	295	131	114	260	281	145	150	57	74	58	57	77	335	129
1 star	(1.0)	7	1	3	**	3	5	-	1	**	**	**	**	**	3	3
		1%	*%	2%	**	1%	2%	-%	1%	**	**	**	**	**	1%	3%
2 stars	(2.0)	24	15	1	**	12	12	9	6	**	**	**	**	**	12	8
		5%	5%	1%	**	5%	4%	7%	4%	**	**	**	**	**	4%	6%
3 stars	(3.0)	92	55	24	**	44	48	28	27	**	**	**	**	**	56	15
		17%	19%	19%	**	17%	17%	19%	18%	**	**	**	**	**	17%	12%
4 stars	(4.0)	195	110	49	**	93	102	56	54	**	**	**	**	**	129	44
		36%	37%	37%	**	36%	36%	38%	36%	**	**	**	**	**	38%	34%
5 stars	(5.0)	222	113	55	**	109	114	52	62	**	**	**	**	**	135	58
		41%	38%	42%	**	42%	41%	36%	41%	**	**	**	**	**	40%	45%
RATING OF 4-5 OUT OF 5		417	223	103	**	202	215	107	116	**	**	**	**	**	264	102
		77%	76%	79%	**	78%	77%	74%	77%	**	**	**	**	**	79%	80%
Mean score		4.1	4.1	4.2	**	4.1	4.1	4.0	4.1	**	**	**	**	**	4.1	4.1
Standard deviation		.93	.90	.89	**	.92	.95	.90	.90	**	**	**	**	**	.88	1.02
Standard error		.04	.05	.07	**	.06	.06	.08	.08	**	**	**	**	**	.05	.10

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 43

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

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

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

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	b	~c	d	a	b	c	~d	e	~f
Unweighted total		510	358	52	67	33	185	104	90	130	417	122	330	66	461	49
Effective Weighted Sample		431	336	51	67	33	157	87	75	112	354	104	280	56	391	40
Total		541	462	35	25	19	203	111	95	131	444	133	369	80	494	47
1 star	(1.0)	7	7	**	**	**	-	-	**	5	4	-	3	**	6	**
		1%	1%	**	**	**	~%	~%	**	4% a	1%	~%	1%	**	1%	**
2 stars	(2.0)	24	21	**	**	**	4	5	**	12	22	7	10	**	23	**
		5%	4%	**	**	**	2%	4%	**	9% a	5%	5%	3%	**	5%	**
3 stars	(3.0)	92	73	**	**	**	35	16	**	27	70	15	46	**	77	**
		17%	16%	**	**	**	17%	14%	**	21%	16%	12%	13%	**	16%	**
4 stars	(4.0)	195	170	**	**	**	79	53	**	37	152	34	133	**	175	**
		36%	37%	**	**	**	39%	47% d	**	28%	34%	26%	36% b	**	36%	**
5 stars	(5.0)	222	192	**	**	**	85	38	**	50	195	77	176	**	213	**
		41%	42%	**	**	**	42%	34%	**	38%	44%	58% ae	48%	**	43%	**
RATING OF 4-5 OUT OF 5		417	362	**	**	**	164	91	**	87	348	111	309	**	388	**
		77%	78%	**	**	**	81% d	82% d	**	66%	78%	83%	84%	**	79%	**
Mean score		4.1	4.1	**	**	**	4.2 d	4.1	**	3.9	4.2	4.4 ae	4.3	**	4.1	**
Standard deviation		.93	.93	**	**	**	.79	.80	**	1.14	.92	.88	.85	**	.92	**
Standard error		.04	.05	**	**	**	.06	.08	**	.10	.05	.08	.05	**	.04	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 43

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	~a	b	c	d	a	b	a	b	~c
Unweighted total		510	322	224	377	133	94	244	250	260	273	159	357	118	35
Effective Weighted Sample		431	272	191	321	110	82	211	216	217	231	136	304	99	29
Total		541	342	245	402	139	110	284	289	251	303	155	395	112	33
1 star	(1.0)	7	4	3	4	3	**	3	3	5	2	4	3	-	**
		1%	1%	1%	1%	2%	**	1%	1%	2%	1%	2%	1%	-%	**
2 stars	(2.0)	24	17	8	19	5	**	7	9	16	14	5	13	9	**
		5%	5%	3%	5%	4%	**	2%	3%	6%	4%	3%	3%	8%	**
3 stars	(3.0)	92	54	31	62	30	**	35	35	57	33	35	51	31	**
		17%	16%	13%	15%	21% b	**	12%	12%	23% bc	11%	23% a	13%	27% a	**
4 stars	(4.0)	195	103	80	130	64	**	92	95	100	113	59	145	45	**
		36%	30%	33%	32%	46% abc	**	32%	33%	40%	37%	38%	37%	40%	**
5 stars	(5.0)	222	164	124	186	36	**	149	149	73	142	52	183	28	**
		41%	48% d	50% d	46% d	26%	**	52% d	52% d	29%	47% b	33%	46% b	25%	**
RATING OF 4-5 OUT OF 5		417	267	204	316	101	**	241	244	173	255	110	328	73	**
		77%	78%	83% d	79%	73%	**	85% d	84% d	69%	84% b	71%	83% b	65%	**
Mean score		4.1	4.2 d	4.3 d	4.2 d	3.9	**	4.3 d	4.3 d	3.9	4.2 b	4.0	4.2 b	3.8	**
Standard deviation		.93	.95	.88	.93	.91	**	.85	.86	.96	.87	.96	.86	.90	**
Standard error		.04	.05	.06	.05	.08	**	.05	.05	.06	.05	.08	.05	.08	**

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

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

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

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

			CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
			YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		Total	a	b	~c	a	~b	a	b
Unweighted total		510	308	140	62	414	91	112	368
Effective Weighted Sample		431	263	116	54	348	80	94	311
Total		541	346	132	62	426	110	116	392
1 star	(1.0)	7	-	5	**	6	**	2	5
		1%	-%	4%	**	1%	**	2%	1%
				a					
2 stars	(2.0)	24	13	5	**	21	**	12	12
		5%	4%	4%	**	5%	**	11%	3%
				b					
3 stars	(3.0)	92	49	33	**	73	**	13	77
		17%	14%	25%	**	17%	**	12%	20%
				a					
4 stars	(4.0)	195	135	38	**	149	**	38	139
		36%	39%	29%	**	35%	**	33%	36%
5 stars	(5.0)	222	150	51	**	176	**	50	159
		41%	43%	38%	**	41%	**	43%	41%
RATING OF 4-5 OUT OF 5		417	285	89	**	325	**	88	298
		77%	82%	67%	**	76%	**	76%	76%
			b						
Mean score		4.1	4.2	3.9	**	4.1	**	4.0	4.1
			b						
Standard deviation		.93	.82	1.08	**	.95	**	1.07	.91
Standard error		.04	.05	.09	**	.05	**	.10	.05

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 44

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	~a	b	c	~d	e	f	~a	b	c
Unweighted total		706	195	204	307	355	351	92	103	110	94	153	154	43	318	340
Effective Weighted Sample		604	169	176	264	305	299	83	86	94	82	131	133	36	272	293
Total		729	220	181	328	373	356	109	111	98	83	166	162	44	322	360
1 star	(1.0)	15	8	6	2	6	9	**	5	2	**	2	-	**	10	3
		2%	4%	3%	*%	2%	3%	**	4%	2%	**	1%	-%	**	3%	1%
			c	c					f							
2 stars	(2.0)	53	26	11	15	29	23	**	11	2	**	12	3	**	27	17
		7%	12%	6%	5%	8%	6%	**	10%	2%	**	7%	2%	**	8%	5%
			c						cf			f				
3 stars	(3.0)	184	62	40	82	102	82	**	30	26	**	44	38	**	87	87
		25%	28%	22%	25%	27%	23%	**	27%	27%	**	27%	23%	**	27%	24%
4 stars	(4.0)	268	74	60	134	132	136	**	38	32	**	65	69	**	101	147
		37%	33%	33%	41%	35%	38%	**	35%	32%	**	39%	43%	**	31%	41%
																b
5 stars	(5.0)	210	51	65	94	104	106	**	26	36	**	43	51	**	96	106
		29%	23%	36%	29%	28%	30%	**	24%	37%	**	26%	32%	**	30%	29%
				a												
RATING OF 4-5 OUT OF 5		478	124	125	229	236	242	**	64	68	**	108	121	**	197	253
		66%	56%	69%	70%	63%	68%	**	58%	69%	**	65%	75%	**	61%	70%
				a	a								b			b
Mean score		3.8	3.6	3.9	3.9	3.8	3.9	**	3.6	4.0	**	3.8	4.0	**	3.8	3.9
				a	a					b			be			
Standard deviation		.99	1.08	1.05	.88	.99	1.00	**	1.09	.94	**	.93	.80	**	1.06	.90
Standard error		.04	.08	.07	.05	.05	.05	**	.11	.09	**	.08	.06	**	.06	.05

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 44

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	b	c	~d	a	b	c	~d	e	~f
Unweighted total		706	486	84	83	53	294	180	135	96	518	706	432	97	706	-
Effective Weighted Sample		604	460	82	83	52	254	155	113	82	446	604	369	81	604	-
Total		729	611	57	30	31	307	191	136	95	542	729	467	104	729	-
1 star	(1.0)	15	11	**	**	**	4	4	2	**	10	15	5	**	15	**
		2%	2%	**	**	**	1%	2%	1%	**	2%	2%	1%	**	2%	**
2 stars	(2.0)	53	47	**	**	**	15	18	8	**	35	53	23	**	53	**
		7%	8%	**	**	**	5%	9%	6%	**	6%	7%	5%	**	7%	**
3 stars	(3.0)	184	147	**	**	**	70	61	30	**	119	184	97	**	184	**
		25%	24%	**	**	**	23%	32% a	22%	**	22%	25%	21%	**	25%	**
4 stars	(4.0)	268	223	**	**	**	108	71	52	**	202	268	185	**	268	**
		37%	37%	**	**	**	35%	37%	38%	**	37%	37%	40%	**	37%	**
5 stars	(5.0)	210	183	**	**	**	111	37	43	**	176	210	156	**	210	**
		29%	30%	**	**	**	36%	19%	32% b	**	32%	29%	34%	**	29%	**
RATING OF 4-5 OUT OF 5		478	406	**	**	**	219	108	95	**	378	478	342	**	478	**
		66%	66%	**	**	**	71% b	57%	70% b	**	70%	66%	73% be	**	66%	**
Mean score		3.8	3.9	**	**	**	4.0	3.6	3.9	**	3.9	3.8	4.0	**	3.8	**
							b		b				be			
Standard deviation		.99	.99	**	**	**	.95	.98	.95	**	.98	.99	.91	**	.99	**
Standard error		.04	.05	**	**	**	.06	.07	.08	**	.04	.04	.04	**	.04	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 44

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	~c
Unweighted total		706	207	227	317	389	126	306	314	392	421	242	547	138	21
Effective Weighted Sample		604	178	194	273	332	107	264	270	335	359	210	468	119	18
Total		729	222	241	339	390	139	338	345	384	446	240	575	135	20
1 star	(1.0)	15	7	3	8	7	2	3	3	12	4	11	7	6	**
		2%	3%	1%	2%	2%	1%	1%	1%	3% bc	1%	4% a	1%	4% a	**
2 stars	(2.0)	53	21	15	26	26	6	10	12	41	17	29	32	15	**
		7%	10%	6%	8%	7%	4%	3%	3%	11% abc	4%	12% a	6%	11% a	**
3 stars	(3.0)	184	42	42	70	113	22	57	59	125	89	82	129	48	**
		25%	19%	17%	21%	29% abc	16%	17%	17%	33% abc	20%	34% a	22%	35% a	**
4 stars	(4.0)	268	71	85	116	152	48	128	132	135	170	80	220	43	**
		37%	32%	35%	34%	39%	35%	38%	38%	35%	38%	33%	38%	32%	**
5 stars	(5.0)	210	81	96	118	92	61	139	140	70	166	38	187	22	**
		29%	36% d	40% d	35% d	24%	44% d	41% d	41% d	18% d	37% b	16% b	32% b	17%	**
RATING OF 4-5 OUT OF 5		478	152	182	234	244	109	268	273	205	336	118	407	66	**
		66%	68% d	75% d	69%	63%	79% d	79% d	79% d	53% d	75% b	49% b	71% b	49%	**
Mean score		3.8	3.9	4.1 d	3.9	3.8	4.2 d	4.2 d	4.1 d	3.5	4.1 b	3.4	4.0 b	3.4	**
Standard deviation		.99	1.10	.96	1.04	.95	.92	.87	.87	1.01	.90	1.04	.94	1.04	**
Standard error		.04	.08	.06	.06	.05	.08	.05	.05	.05	.04	.07	.04	.09	**

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

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	b	~c	a	~b	a	b
Significance Level: 95%									
Unweighted total		706	470	144	92	628	75	149	520
Effective Weighted Sample		604	403	123	79	535	67	127	444
Total		729	501	139	89	637	90	156	531
1 star	(1.0)	15	6	5	**	14	**	1	14
		2%	1%	4%	**	2%	**	1%	3%
2 stars	(2.0)	53	25	18	**	46	**	11	41
		7%	5%	13%	**	7%	**	7%	8%
3 stars	(3.0)	184	112	45	**	166	**	40	136
		25%	22%	32%	**	26%	**	26%	26%
4 stars	(4.0)	268	185	46	**	223	**	58	197
		37%	37%	33%	**	35%	**	37%	37%
5 stars	(5.0)	210	174	25	**	189	**	45	144
		29%	35%	18%	**	30%	**	29%	27%
RATING OF 4-5 OUT OF 5		478	359	71	**	412	**	103	341
		66%	72%	51%	**	65%	**	66%	64%
Mean score		3.8	4.0	3.5	**	3.8	**	3.9	3.8
Standard deviation		.99	.94	1.05	**	1.01	**	.95	1.01
Standard error		.04	.04	.09	**	.04	**	.08	.04

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 45

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
			~a	~b	c	a	b	~a	~b	~c	~d	~e	~f	~a	b	c
Significance Level: 95%																
Unweighted total		292	86	87	119	139	153	46	40	41	46	52	67	22	138	131
Effective Weighted Sample		253	75	75	105	120	133	41	34	35	41	46	60	18	119	116
Total		323	101	79	142	161	162	57	44	38	41	65	77	20	148	154
1 star	(1.0)	2	**	**	-	1	1	**	**	**	**	**	**	**	1	1
		1%	**	**	-%	*%	1%	**	**	**	**	**	**	**	1%	1%
2 stars	(2.0)	10	**	**	2	5	5	**	**	**	**	**	**	**	6	2
		3%	**	**	2%	3%	3%	**	**	**	**	**	**	**	4%	1%
3 stars	(3.0)	59	**	**	16	19	40	**	**	**	**	**	**	**	35	20
		18%	**	**	12%	12%	25% a	**	**	**	**	**	**	**	24% c	13%
4 stars	(4.0)	110	**	**	50	60	50	**	**	**	**	**	**	**	48	55
		34%	**	**	35%	37%	31%	**	**	**	**	**	**	**	32%	35%
5 stars	(5.0)	143	**	**	73	77	66	**	**	**	**	**	**	**	58	76
		44%	**	**	52%	48%	41%	**	**	**	**	**	**	**	39%	50%
RATING OF 4-5 OUT OF 5		253	**	**	124	137	116	**	**	**	**	**	**	**	105	131
		78%	**	**	87%	85% b	72%	**	**	**	**	**	**	**	71%	85% b
Mean score		4.2	**	**	4.4	4.3	4.1	**	**	**	**	**	**	**	4.1	4.3 b
Standard deviation		.87	**	**	.75	.81	.92	**	**	**	**	**	**	**	.92	.80
Standard error		.05	**	**	.07	.07	.07	**	**	**	**	**	**	**	.08	.07

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 45

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
			a	~b	~c	~d	a	~b	~c	~d	a	b	c	~d	e	~f
Significance Level: 95%																
Unweighted total		292	218	40	21	13	143	57	57	34	231	100	217	57	260	32
Effective Weighted Sample		253	204	39	21	13	125	51	47	30	202	87	189	50	226	28
Total		323	281	27	8	8	167	63	59	34	264	115	251	70	293	30
1 star	(1.0)	2	1	**	**	**	*	**	**	**	1	-	1	**	1	**
		1%	*%	**	**	**	*%	**	**	**	1%	-%	1%	**	*%	**
2 stars	(2.0)	10	9	**	**	**	3	**	**	**	10	5	7	**	10	**
		3%	3%	**	**	**	2%	**	**	**	4%	4%	3%	**	3%	**
3 stars	(3.0)	59	47	**	**	**	21	**	**	**	49	12	39	**	53	**
		18%	17%	**	**	**	13%	**	**	**	19%	10%	16%	**	18%	**
4 stars	(4.0)	110	95	**	**	**	61	**	**	**	86	33	85	**	96	**
		34%	34%	**	**	**	36%	**	**	**	33%	29%	34%	**	33%	**
5 stars	(5.0)	143	128	**	**	**	81	**	**	**	118	65	119	**	132	**
		44%	46%	**	**	**	49%	**	**	**	45%	57%	47%	**	45%	**
RATING OF 4-5 OUT OF 5		253	224	**	**	**	142	**	**	**	204	98	204	**	228	**
		78%	80%	**	**	**	85%	**	**	**	77%	85%	81%	**	78%	**
Mean score		4.2	4.2	**	**	**	4.3	**	**	**	4.2	4.4	4.2	**	4.2	**
Standard deviation		.87	.86	**	**	**	.79	**	**	**	.89	.84	.86	**	.88	**
Standard error		.05	.06	**	**	**	.07	**	**	**	.06	.08	.06	**	.05	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 45

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	~a	b	c	d	a	~b	a	~b	~c
Unweighted total		292	117	130	166	126	79	180	185	107	198	64	209	62	21
Effective Weighted Sample		253	101	113	144	109	70	158	162	93	172	56	183	53	18
Total		323	135	150	192	131	95	216	221	102	230	65	243	63	17
1 star	(1.0)	2	1	1	1	1	**	1	1	*	1	**	1	**	**
		1%	*%	*%	*%	1%	**	1%	1%	*%	1%	**	*%	**	**
2 stars	(2.0)	10	5	5	9	1	**	5	5	4	5	**	7	**	**
		3%	4%	3%	4%	1%	**	2%	2%	4%	2%	**	3%	**	**
3 stars	(3.0)	59	19	25	33	26	**	32	32	27	35	**	30	**	**
		18%	14%	17%	17%	20%	**	15%	14%	27% bc	15%	**	13%	**	**
4 stars	(4.0)	110	37	43	56	54	**	66	69	41	81	**	77	**	**
		34%	27%	28%	29%	41% a	**	30%	31%	40%	35%	**	32%	**	**
5 stars	(5.0)	143	74	76	93	50	**	112	113	30	108	**	127	**	**
		44%	55% d	51%	48%	38%	**	52% d	51% d	29%	47%	**	52%	**	**
RATING OF 4-5 OUT OF 5		253	111	119	149	104	**	178	182	70	189	**	205	**	**
		78%	82%	79%	78%	79%	**	82% d	83% d	69%	82%	**	84%	**	**
Mean score		4.2	4.3	4.3	4.2	4.1	**	4.3 d	4.3 d	3.9	4.3	**	4.3	**	**
Standard deviation		.87	.89	.89	.91	.82	**	.86	.85	.87	.83	**	.83	**	**
Standard error		.05	.08	.08	.07	.07	**	.06	.06	.08	.06	**	.06	**	**

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

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	~a	b
Unweighted total		292	197	68	27	252	39	69	207
Effective Weighted Sample		253	173	58	23	218	35	58	181
Total		323	231	65	26	272	51	74	233
1 star	(1.0)	2	1	**	**	2	**	**	1
		1%	1%	**	**	1%	**	**	1%
2 stars	(2.0)	10	5	**	**	10	**	**	4
		3%	2%	**	**	3%	**	**	2%
3 stars	(3.0)	59	29	**	**	46	**	**	40
		18%	13%	**	**	17%	**	**	17%
4 stars	(4.0)	110	76	**	**	92	**	**	74
		34%	33%	**	**	34%	**	**	32%
5 stars	(5.0)	143	120	**	**	122	**	**	114
		44%	52%	**	**	45%	**	**	49%
RATING OF 4-5 OUT OF 5		253	196	**	**	214	**	**	188
		78%	85%	**	**	79%	**	**	80%
Mean score		4.2	4.3	**	**	4.2	**	**	4.3
Standard deviation		.87	.82	**	**	.89	**	**	.85
Standard error		.05	.06	**	**	.06	**	**	.06

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 46

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	~a	b	c	d	e	f	~a	b	c
Unweighted total		917	207	317	393	419	498	87	120	160	157	172	221	52	420	441
Effective Weighted Sample		789	180	272	345	359	430	75	104	137	135	150	195	44	358	386
Total		939	222	277	440	419	520	92	130	139	138	188	252	48	403	483
1 star	(1.0)	7	2	1	4	1	6	**	1	-	1	-	4	**	2	4
		1%	1%	*%	1%	*%	1%	**	1%	-%	1%	-%	2%	**	*%	1%
2 stars	(2.0)	36	10	11	15	22	14	**	4	5	6	11	4	**	14	17
		4%	5%	4%	3%	5%	3%	**	3%	3%	4%	6% f	1%	**	4%	3%
3 stars	(3.0)	184	56	57	70	91	93	**	30	30	27	34	36	**	91	78
		20%	25% c	21%	16%	22%	18%	**	23%	21%	20%	18%	14%	**	23% c	16%
4 stars	(4.0)	311	82	98	132	139	172	**	51	51	47	58	74	**	146	145
		33%	37%	35%	30%	33%	33%	**	40%	36%	34%	31%	29%	**	36%	30%
5 stars	(5.0)	402	72	110	219	166	235	**	44	54	56	84	135	**	150	239
		43%	32%	40%	50% ab	40%	45%	**	34%	39%	41%	45%	54% bcd	**	37%	50% b
RATING OF 4-5 OUT OF 5		713	154	208	351	306	407	**	95	105	103	142	209	**	296	384
		76%	69%	75%	80% a	73%	78%	**	73%	75%	75%	76%	83%	**	73%	80% b
Mean score		4.1	4.0	4.1	4.2 ab	4.1	4.2	**	4.0	4.1	4.1	4.1	4.3 bcd	**	4.1	4.2 b
Standard deviation		.91	.91	.89	.90	.91	.90	**	.87	.86	.93	.92	.88	**	.88	.90
Standard error		.03	.06	.05	.05	.04	.04	**	.08	.07	.07	.07	.06	**	.04	.04

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 46

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

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	~d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		917	671	115	111	20	300	231	180	203	560	201	528	76	711	206
Effective Weighted Sample		789	629	113	111	20	261	200	149	176	485	173	450	64	610	181
Total		939	811	77	40	11	318	240	173	205	599	216	558	85	747	192
1 star	(1.0)	7	5	1	*	**	1	1	2	2	5	1	4	**	5	2
		1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	1%	**	1%	1%
2 stars	(2.0)	36	32	1	2	**	10	8	8	10	22	6	21	**	31	5
		4%	4%	2%	6%	**	3%	3%	4%	5%	4%	3%	4%	**	4%	3%
3 stars	(3.0)	184	153	21	6	**	58	47	40	38	109	36	98	**	138	46
		20%	19%	27% ac	16%	**	18%	20%	23%	18%	18%	17%	18%	**	18%	24%
4 stars	(4.0)	311	266	23	18	**	104	83	62	59	197	63	180	**	246	65
		33%	33%	30%	44% ab	**	33%	35%	36%	29%	33%	29%	32%	**	33%	34%
5 stars	(5.0)	402	354	31	14	**	145	101	61	95	267	109	255	**	327	75
		43%	44% c	41%	33%	**	45% c	42%	35%	46% c	45%	51% f	46%	**	44%	39%
RATING OF 4-5 OUT OF 5		713	620	55	31	**	249	184	122	155	463	172	436	**	573	140
		76%	77%	71%	77%	**	78%	76%	71%	75%	77%	80%	78%	**	77%	73%
Mean score		4.1	4.1	4.1	4.0	**	4.2 c	4.1	4.0	4.1	4.2	4.3 f	4.2	**	4.1	4.1
Standard deviation		.91	.91	.90	.90	**	.87	.88	.94	.96	.91	.87	.90	**	.91	.89
Standard error		.03	.03	.08	.09	**	.05	.06	.07	.07	.04	.06	.04	**	.03	.06

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 46

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total		917	254	247	374	543	147	370	379	538	590	257	587	273	57
Effective Weighted Sample		789	219	212	321	469	123	315	323	467	506	224	508	234	49
Total		939	275	266	401	539	158	392	401	538	612	261	625	262	52
1 star	(1.0)	7	5	4	5	2	1	-	1	6	3	3	4	-	**
		1%	2%	1%	1%	*%	1%	-%	*%	1%	*%	1%	1%	-%	**
			d												
2 stars	(2.0)	36	10	5	14	22	4	11	11	25	17	13	12	20	**
		4%	4%	2%	3%	4%	3%	3%	3%	5%	3%	5%	2%	7%	**
														a	
3 stars	(3.0)	184	54	36	73	111	27	57	60	124	103	65	108	60	**
		20%	20%	13%	18%	21%	17%	15%	15%	23%	17%	25%	17%	23%	**
						b				bc		a			
4 stars	(4.0)	311	80	87	128	183	38	122	125	187	212	74	212	86	**
		33%	29%	33%	32%	34%	24%	31%	31%	35%	35%	28%	34%	33%	**
										a					
5 stars	(5.0)	402	125	135	180	221	88	201	205	197	277	106	290	97	**
		43%	45%	51%	45%	41%	56%	51%	51%	37%	45%	41%	46%	37%	**
				d			d	d	d				b		
RATING OF 4-5 OUT OF 5		713	205	222	309	404	125	323	329	383	489	180	501	183	**
		76%	75%	83%	77%	75%	79%	82%	82%	71%	80%	69%	80%	70%	**
				ad				d	d		b		b		
Mean score		4.1	4.1	4.3	4.2	4.1	4.3	4.3	4.3	4.0	4.2	4.0	4.2	4.0	**
				d			d	d	d		b		b		
Standard deviation		.91	.98	.87	.93	.89	.89	.83	.84	.94	.85	.98	.85	.95	**
Standard error		.03	.06	.06	.05	.04	.07	.04	.04	.04	.04	.06	.03	.06	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 46

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%									
Unweighted total		917	507	261	149	802	112	227	648
Effective Weighted Sample		789	437	225	129	689	100	195	558
Total		939	542	251	147	798	137	238	662
1 star	(1.0)	7	2	3	1	4	3	2	5
		1%	*%	1%	1%	*%	2%	1%	1%
2 stars	(2.0)	36	9	14	13	27	9	6	29
		4%	2%	6% a	9% a	3%	7%	3%	4%
3 stars	(3.0)	184	93	64	27	154	30	47	131
		20%	17%	25% a	18%	19%	22%	20%	20%
4 stars	(4.0)	311	183	73	55	272	38	88	206
		33%	34%	29%	37%	34%	28%	37%	31%
5 stars	(5.0)	402	255	97	50	342	57	95	290
		43%	47% bc	39%	34%	43%	42%	40%	44%
RATING OF 4-5 OUT OF 5		713	438	170	105	614	95	183	497
		76%	81% bc	68%	72%	77%	69%	77%	75%
Mean score		4.1	4.3 bc	4.0	4.0	4.2	4.0	4.1	4.1
Standard deviation		.91	.83	1.00	.98	.88	1.05	.87	.93
Standard error		.03	.04	.06	.08	.03	.10	.06	.04

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 47

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	~a	b	c
Unweighted total		920	241	327	352	402	518	107	134	148	179	147	205	60	468	387
Effective Weighted Sample		781	206	279	304	341	439	92	114	126	152	128	176	49	396	332
Total		961	270	295	396	428	534	121	149	133	162	173	223	59	468	428
1 star	(1.0)	10	5	*	4	1	8	1	4	*	-	-	4	**	3	4
		1%	2%	*%	1%	*%	2%	1%	3%	*%	-%	-%	2%	**	1%	1%
			b						d							
2 stars	(2.0)	56	20	17	18	29	26	10	10	9	8	10	8	**	25	22
		6%	7%	6%	5%	7%	5%	9%	6%	7%	5%	6%	4%	**	5%	5%
3 stars	(3.0)	257	79	75	103	102	154	27	52	31	44	44	58	**	134	108
		27%	29%	25%	26%	24%	29%	23%	35%	23%	27%	26%	26%	**	29%	25%
									c							
4 stars	(4.0)	337	100	109	128	151	186	46	53	45	64	60	68	**	169	144
		35%	37%	37%	32%	35%	35%	38%	36%	33%	40%	35%	31%	**	36%	34%
5 stars	(5.0)	302	66	94	142	143	159	36	30	49	45	59	84	**	138	150
		31%	24%	32%	36%	34%	30%	30%	20%	36%	28%	34%	38%	**	29%	35%
					a					b		b	b			
RATING OF 4-5 OUT OF 5		639	166	203	271	294	345	83	83	93	110	119	152	**	307	294
		67%	61%	69%	68%	69%	65%	68%	56%	70%	68%	69%	68%	**	65%	69%
										b		b	b			
Mean score		3.9	3.7	3.9	4.0	3.9	3.9	3.9	3.6	4.0	3.9	4.0	4.0	**	3.9	4.0
				a	a					b	b	b	b			
Standard deviation		.95	.98	.90	.95	.94	.95	.97	.97	.94	.87	.91	.98	**	.91	.95
Standard error		.03	.06	.05	.05	.05	.04	.09	.08	.08	.06	.08	.07	**	.04	.05

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 47

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

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

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

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	c	~d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		920	674	70	161	15	311	232	194	181	575	218	518	68	716	204
Effective Weighted Sample		781	637	68	161	15	270	197	159	153	491	185	442	59	608	172
Total		961	846	47	59	9	332	246	193	189	609	231	560	80	756	206
1 star	(1.0)	10	9	**	1	**	3	2	5	*	8	5	4	**	8	2
		1%	1%	**	1%	**	1%	1%	2%	*%	1%	2%	1%	**	1%	1%
2 stars	(2.0)	56	51	**	3	**	12	17	12	14	35	13	28	**	41	15
		6%	6%	**	5%	**	4%	7%	6%	8%	6%	5%	5%	**	5%	7%
3 stars	(3.0)	257	218	**	20	**	72	81	49	54	135	65	133	**	180	76
		27%	26%	**	33%	**	22%	33%	25%	29%	22%	28%	24%	**	24%	37%
4 stars	(4.0)	337	301	**	16	**	133	81	69	52	212	69	192	**	272	65
		35%	36%	**	27%	**	40%	33%	36%	28%	35%	30%	34%	**	36%	32%
5 stars	(5.0)	302	267	**	20	**	112	64	58	68	219	80	203	**	255	48
		31%	32%	**	34%	**	34%	26%	30%	36%	36%	34%	36%	**	34%	23%
RATING OF 4-5 OUT OF 5		639	568	**	36	**	245	145	128	120	431	148	395	**	526	113
		67%	67%	**	61%	**	74%	59%	66%	63%	71%	64%	71%	**	70%	55%
Mean score		3.9	3.9	**	3.9	**	4.0	3.8	3.9	3.9	4.0	3.9	4.0	**	4.0	3.7
Standard deviation		.95	.95	**	.99	**	.88	.95	1.00	.98	.97	1.02	.93	**	.94	.93
Standard error		.03	.04	**	.08	**	.05	.06	.07	.07	.04	.07	.04	**	.04	.07

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 47

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

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

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

		Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
			CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	~c
Unweighted total		920	257	254	377	543	138	382	387	533	549	301	600	270	50
Effective Weighted Sample		781	222	216	323	458	117	329	334	448	470	255	513	229	40
Total		961	291	271	411	550	147	422	426	535	584	312	641	270	50
1 star	(1.0)	10	7	2	7	3	4	3	4	6	4	5	6	3	**
		1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	**
			d												
2 stars	(2.0)	56	20	9	26	30	8	13	14	42	18	28	23	23	**
		6%	7%	3%	6%	5%	6%	3%	3%	8%	3%	9%	4%	9%	**
										bc		a		a	
3 stars	(3.0)	257	57	53	83	173	23	79	80	176	127	109	134	106	**
		27%	20%	20%	20%	31%	15%	19%	19%	33%	22%	35%	21%	39%	**
						abc				abc		a		a	
4 stars	(4.0)	337	93	91	140	197	46	152	154	183	219	96	239	83	**
		35%	32%	34%	34%	36%	31%	36%	36%	34%	37%	31%	37%	31%	**
5 stars	(5.0)	302	113	115	155	147	67	175	175	127	216	73	239	55	**
		31%	39%	42%	38%	27%	45%	41%	41%	24%	37%	23%	37%	20%	**
			d	d	d		d	d	d		b		b		
RATING OF 4-5 OUT OF 5		639	206	206	295	344	112	327	329	310	435	169	478	138	**
		67%	71%	76%	72%	63%	76%	78%	77%	58%	74%	54%	75%	51%	**
			d	d	d		d	d	d		b		b		
Mean score		3.9	4.0	4.1	4.0	3.8	4.1	4.1	4.1	3.7	4.1	3.7	4.1	3.6	**
			d	d	d		d	d	d		b		b		
Standard deviation		.95	1.04	.90	.99	.91	1.03	.87	.89	.95	.88	.99	.90	.94	**
Standard error		.03	.06	.06	.05	.04	.09	.04	.05	.04	.04	.06	.04	.06	**

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

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP ~b	YES a	NO b
Significance Level: 95%									
Unweighted total		920	523	257	140	823	94	223	656
Effective Weighted Sample		781	448	215	118	696	84	191	554
Total		961	560	257	144	841	119	238	680
1 star	(1.0)	10	2	4	4	8	**	3	7
		1%	*%	2%	3%	1%	**	1%	1%
2 stars	(2.0)	56	22	27	7	47	**	19	35
		6%	4%	10%	5%	6%	**	8%	5%
3 stars	(3.0)	257	119	84	53	226	**	63	184
		27%	21%	33%	37%	27%	**	26%	27%
4 stars	(4.0)	337	203	85	48	297	**	69	244
		35%	36%	33%	34%	35%	**	29%	36%
5 stars	(5.0)	302	214	57	31	264	**	85	210
		31%	38% bc	22%	22%	31%	**	36%	31%
RATING OF 4-5 OUT OF 5		639	418	142	79	561	**	154	454
		67%	75% bc	55%	55%	67%	**	65%	67%
Mean score		3.9	4.1 bc	3.6	3.7	3.9	**	3.9	3.9
Standard deviation		.95	.88	.99	.97	.94	**	1.02	.93
Standard error		.03	.04	.06	.08	.03	**	.07	.04

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 48

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

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

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			~a	~b	c	a	b	~a	~b	~c	~d	~e	~f	~a	b	c
Unweighted total		279	83	72	124	145	134	44	39	42	30	59	65	25	117	136
Effective Weighted Sample		245	74	62	111	126	119	39	35	37	26	52	59	22	101	121
Total		310	101	63	146	160	150	54	46	34	29	71	75	27	125	157
1 star	(1.0)	2	**	**	-	1	1	**	**	**	**	**	**	**	2	-
		1%	**	**	-%	*%	1%	**	**	**	**	**	**	**	2%	-%
2 stars	(2.0)	11	**	**	5	3	8	**	**	**	**	**	**	**	4	5
		4%	**	**	3%	2%	5%	**	**	**	**	**	**	**	3%	3%
3 stars	(3.0)	61	**	**	21	30	32	**	**	**	**	**	**	**	31	22
		20%	**	**	15%	19%	21%	**	**	**	**	**	**	**	25%	14%
														c		
4 stars	(4.0)	105	**	**	44	56	50	**	**	**	**	**	**	**	45	51
		34%	**	**	30%	35%	33%	**	**	**	**	**	**	**	36%	33%
5 stars	(5.0)	130	**	**	76	71	60	**	**	**	**	**	**	**	43	79
		42%	**	**	52%	44%	40%	**	**	**	**	**	**	**	35%	50%
															b	
RATING OF 4-5 OUT OF 5		236	**	**	120	126	109	**	**	**	**	**	**	**	88	130
		76%	**	**	82%	79%	73%	**	**	**	**	**	**	**	70%	83%
																b
Mean score		4.1	**	**	4.3	4.2	4.1	**	**	**	**	**	**	**	4.0	4.3
																b
Standard deviation		.89	**	**	.83	.84	.95	**	**	**	**	**	**	**	.93	.82
Standard error		.05	**	**	.07	.07	.08	**	**	**	**	**	**	**	.09	.07

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 48

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

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

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

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	~b	~c	~d	a	b	c	~d	e	~f
Unweighted total		279	218	38	17	6	134	60	48	36	219	106	202	57	244	35
Effective Weighted Sample		245	203	37	17	6	118	54	40	33	191	94	177	50	214	31
Total		310	274	26	6	4	153	66	51	39	247	125	233	69	277	33
1 star	(1.0)	2	1	**	**	**	-	**	**	**	2	2	1	**	2	**
		1%	*%	**	**	**	-%	**	**	**	1%	2%	*%	**	1%	**
2 stars	(2.0)	11	9	**	**	**	2	**	**	**	8	2	5	**	9	**
		4%	3%	**	**	**	2%	**	**	**	3%	1%	2%	**	3%	**
3 stars	(3.0)	61	53	**	**	**	22	**	**	**	43	22	38	**	53	**
		20%	19%	**	**	**	15%	**	**	**	17%	18%	16%	**	19%	**
4 stars	(4.0)	105	93	**	**	**	57	**	**	**	83	41	83	**	94	**
		34%	34%	**	**	**	37%	**	**	**	33%	32%	36%	**	34%	**
5 stars	(5.0)	130	118	**	**	**	71	**	**	**	112	59	106	**	120	**
		42%	43%	**	**	**	46%	**	**	**	45%	47%	45%	**	43%	**
RATING OF 4-5 OUT OF 5		236	211	**	**	**	128	**	**	**	195	99	189	**	214	**
		76%	77%	**	**	**	84%	**	**	**	79%	79%	81%	**	77%	**
Mean score		4.1	4.2	**	**	**	4.3	**	**	**	4.2	4.2	4.2	**	4.2	**
Standard deviation		.89	.88	**	**	**	.77	**	**	**	.89	.89	.82	**	.89	**
Standard error		.05	.06	**	**	**	.07	**	**	**	.06	.09	.06	**	.06	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 48

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

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	~a	b	c	d	a	~b	a	~b	~c
Unweighted total		279	115	117	160	119	73	172	176	103	196	61	203	65	11
Effective Weighted Sample		245	101	104	141	104	65	152	155	91	173	53	178	56	10
Total		310	131	139	185	125	88	203	207	103	225	61	233	66	11
1 star	(1.0)	2	1	2	2	-	**	1	1	1	2	**	2	**	**
		1%	1%	1%	1%	~%	**	*%	*%	1%	1%	**	1%	**	**
2 stars	(2.0)	11	5	3	5	6	**	3	4	7	8	**	3	**	**
		4%	4%	2%	3%	4%	**	1%	2%	7% bc	3%	**	1%	**	**
3 stars	(3.0)	61	22	18	29	33	**	28	28	33	34	**	36	**	**
		20%	17%	13%	15%	26% bc	**	14%	13%	32% bc	15%	**	15%	**	**
4 stars	(4.0)	105	34	43	58	48	**	77	78	27	77	**	77	**	**
		34%	26%	31%	31%	38%	**	38%	38%	27%	34%	**	33%	**	**
5 stars	(5.0)	130	68	73	91	39	**	96	97	34	105	**	115	**	**
		42%	52% d	52% d	49% d	31%	**	47% d	47% d	33%	47%	**	50%	**	**
RATING OF 4-5 OUT OF 5		236	103	116	149	87	**	172	175	61	182	**	192	**	**
		76%	78%	83% d	81% d	70%	**	85% d	84% d	59%	81%	**	82%	**	**
Mean score		4.1	4.3 d	4.3 d	4.2 d	4.0	**	4.3 d	4.3 d	3.8	4.2	**	4.3	**	**
Standard deviation		.89	.93	.88	.90	.87	**	.78	.79	1.01	.89	**	.83	**	**
Standard error		.05	.09	.08	.07	.08	**	.06	.06	.10	.06	**	.06	**	**

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

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

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

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	~a	b
Unweighted total		279	192	55	32	228	51	80	190
Effective Weighted Sample		245	168	49	28	200	45	70	167
Total		310	221	56	33	246	64	88	212
1 star	(1.0)	2	1	**	**	2	**	**	1
		1%	*%	**	**	1%	**	**	*%
2 stars	(2.0)	11	4	**	**	10	**	**	7
		4%	2%	**	**	4%	**	**	3%
3 stars	(3.0)	61	36	**	**	45	**	**	45
		20%	16%	**	**	18%	**	**	21%
4 stars	(4.0)	105	76	**	**	87	**	**	66
		34%	35%	**	**	35%	**	**	31%
5 stars	(5.0)	130	103	**	**	103	**	**	94
		42%	47%	**	**	42%	**	**	44%
RATING OF 4-5 OUT OF 5		236	180	**	**	190	**	**	159
		76%	81%	**	**	77%	**	**	75%
Mean score		4.1	4.3	**	**	4.1	**	**	4.2
Standard deviation		.89	.82	**	**	.90	**	**	.89
Standard error		.05	.06	**	**	.06	**	**	.06

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 49

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

Q18F. Please give a star rating to show how much you think they like Any Kiss Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		CHILD'S AGE				GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD					SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	~a	~b	~c	d	~e	f	~a	b	c
Unweighted total		554	119	196	239	236	318	54	65	86	110	96	143	24	258	267
Effective Weighted Sample		479	104	168	211	203	276	49	55	72	96	83	127	21	220	234
Total		624	141	195	288	263	361	68	73	82	112	112	176	29	274	315
1 star	(1.0)	6	3	3	-	4	3	**	**	**	1	**	-	**	4	1
		1%	2%	2%	-%	1%	1%	**	**	**	1%	**	-%	**	1%	*%
			c													
2 stars	(2.0)	29	14	7	8	15	14	**	**	**	2	**	6	**	14	10
		5%	10%	3%	3%	6%	4%	**	**	**	2%	**	3%	**	5%	3%
			bc													
3 stars	(3.0)	136	39	39	58	64	71	**	**	**	21	**	29	**	62	63
		22%	27%	20%	20%	24%	20%	**	**	**	18%	**	17%	**	22%	20%
4 stars	(4.0)	202	34	69	99	95	108	**	**	**	41	**	52	**	87	114
		32%	24%	35%	35%	36%	30%	**	**	**	36%	**	29%	**	32%	36%
			a													
5 stars	(5.0)	250	51	77	122	85	165	**	**	**	48	**	89	**	109	127
		40%	36%	39%	42%	32%	46%	**	**	**	43%	**	50%	**	40%	40%
						a										
RATING OF 4-5 OUT OF 5		452	85	146	222	180	273	**	**	**	89	**	140	**	195	241
		73%	60%	75%	77%	68%	76%	**	**	**	79%	**	80%	**	71%	77%
				a	a											
Mean score		4.1	3.8	4.1	4.2	3.9	4.2	**	**	**	4.2	**	4.3	**	4.0	4.1
				a	a		a									
Standard deviation		.95	1.11	.94	.85	.96	.93	**	**	**	.85	**	.86	**	.97	.86
Standard error		.04	.10	.07	.05	.06	.05	**	**	**	.08	**	.07	**	.06	.05

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 49

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

Q18F. Please give a star rating to show how much you think they like Any Kiss Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		554	430	31	65	28	199	107	122	123	354	151	350	68	447	107
Effective Weighted Sample		479	407	30	65	28	174	94	104	106	309	130	302	59	387	92
Total		624	564	20	24	16	225	128	137	133	405	168	393	83	505	118
1 star	(1.0)	6	6	**	**	**	1	4	-	1	6	1	2	**	6	1
		1%	1%	**	**	**	1%	3%	-%	1%	1%	1%	1%	**	1%	1%
2 stars	(2.0)	29	25	**	**	**	8	6	8	8	19	10	17	**	23	6
		5%	4%	**	**	**	4%	4%	6%	6%	5%	6%	4%	**	5%	5%
3 stars	(3.0)	136	117	**	**	**	48	34	28	26	86	35	88	**	111	25
		22%	21%	**	**	**	21%	26%	21%	19%	21%	21%	22%	**	22%	21%
4 stars	(4.0)	202	187	**	**	**	78	34	55	33	135	54	143	**	174	29
		32%	33%	**	**	**	35%	27%	40% d	25%	33%	32%	36% f	**	34%	24%
5 stars	(5.0)	250	229	**	**	**	89	50	46	65	160	67	142	**	192	58
		40%	41%	**	**	**	40%	39%	33%	49% c	39%	40%	36%	**	38%	49% ce
RATING OF 4-5 OUT OF 5		452	416	**	**	**	167	85	101	98	295	121	285	**	365	87
		73%	74%	**	**	**	74%	66%	74%	74%	73%	72%	73%	**	72%	73%
Mean score		4.1	4.1	**	**	**	4.1	4.0	4.0	4.1	4.0	4.0	4.0	**	4.0	4.2
Standard deviation		.95	.94	**	**	**	.90	1.04	.88	1.00	.96	.96	.90	**	.94	.97
Standard error		.04	.05	**	**	**	.06	.10	.08	.09	.05	.08	.05	**	.04	.09

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 49

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

Q18F. Please give a star rating to show how much you think they like Any Kiss Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	~c
Unweighted total		554	171	162	244	310	100	258	259	295	367	147	369	150	35
Effective Weighted Sample		479	147	141	211	268	87	225	226	253	317	127	323	128	29
Total		624	195	187	276	348	117	302	303	321	416	163	427	160	36
1 star	(1.0)	6	6	2	6	1	-	1	1	5	3	1	4	2	**
		1%	3%	1%	2%	1%	0%	1%	1%	2%	1%	1%	1%	1%	**
2 stars	(2.0)	29	12	9	16	13	7	12	12	18	15	10	16	12	**
		5%	6%	5%	6%	4%	6%	4%	4%	6%	4%	6%	4%	7%	**
3 stars	(3.0)	136	44	33	57	79	15	53	53	82	87	40	82	46	**
		22%	22%	18%	21%	23%	13%	18%	18%	26%	21%	24%	19%	29%	**
4 stars	(4.0)	202	53	67	89	113	39	101	102	100	143	53	148	41	**
		32%	27%	36%	32%	33%	34%	33%	34%	31%	34%	33%	35%	26%	**
5 stars	(5.0)	250	81	76	109	141	55	134	134	116	168	58	178	59	**
		40%	42%	41%	39%	41%	47%	44%	44%	36%	40%	36%	42%	37%	**
RATING OF 4-5 OUT OF 5		452	134	144	198	255	95	235	236	216	311	111	326	100	**
		73%	69%	77%	72%	73%	81%	78%	78%	67%	75%	68%	76%	63%	**
							d	d	d				b		
Mean score		4.1	4.0	4.1	4.0	4.1	4.2	4.2	4.2	3.9	4.1	4.0	4.1	3.9	**
							d	d	d				b		
Standard deviation		.95	1.07	.93	1.01	.90	.90	.89	.89	.99	.91	.97	.90	1.03	**
Standard error		.04	.08	.07	.06	.05	.09	.06	.06	.06	.05	.08	.05	.08	**

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

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

Q18F. Please give a star rating to show how much you think they like Any Kiss Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	~c	a	~b	a	b
Unweighted total		554	332	145	77	470	83	139	389
Effective Weighted Sample		479	290	125	64	406	74	118	340
Total		624	384	158	82	518	105	150	445
1 star	(1.0)	6	2	4	**	4	**	-	6
		1%	1%	3%	**	1%	**	-%	1%
2 stars	(2.0)	29	13	13	**	24	**	10	19
		5%	3%	8%	**	5%	**	6%	4%
3 stars	(3.0)			a					
		136	78	33	**	111	**	35	96
4 stars	(4.0)	22%	20%	21%	**	21%	**	23%	21%
		202	124	51	**	170	**	57	135
5 stars	(5.0)	32%	32%	32%	**	33%	**	38%	30%
		250	166	57	**	208	**	49	189
RATING OF 4-5 OUT OF 5		40%	43%	36%	**	40%	**	33%	42%
		452	290	108	**	378	**	106	324
Mean score		73%	76%	68%	**	73%	**	70%	73%
		4.1	4.1	3.9	**	4.1	**	4.0	4.1
Standard deviation			b						
		.95	.90	1.07	**	.94	**	.91	.97
Standard error		.04	.05	.09	**	.04	**	.08	.05

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 50

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

Q18G. Please give a star rating to show how much you think they like Any Magic Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
			~a	~b	c	a	b	~a	~b	~c	~d	~e	~f	~a	b	c
Significance Level: 95%																
Unweighted total		254	80	67	107	122	132	33	47	38	29	51	56	20	120	114
Effective Weighted Sample		220	70	59	92	104	116	30	40	33	26	42	50	16	105	98
Total		285	95	67	124	133	153	40	54	36	31	56	67	22	133	131
1 star	(1.0)	3	**	**	1	1	2	**	**	**	**	**	**	**	2	1
		1%	**	**	*%	1%	1%	**	**	**	**	**	**	**	2%	*%
2 stars	(2.0)	15	**	**	2	8	7	**	**	**	**	**	**	**	7	2
		5%	**	**	2%	6%	5%	**	**	**	**	**	**	**	5%	2%
3 stars	(3.0)	60	**	**	23	23	37	**	**	**	**	**	**	**	33	27
		21%	**	**	19%	18%	24%	**	**	**	**	**	**	**	25%	20%
4 stars	(4.0)	95	**	**	40	47	47	**	**	**	**	**	**	**	41	43
		33%	**	**	33%	36%	31%	**	**	**	**	**	**	**	31%	33%
5 stars	(5.0)	113	**	**	57	53	60	**	**	**	**	**	**	**	49	58
		39%	**	**	46%	40%	39%	**	**	**	**	**	**	**	37%	45%
RATING OF 4-5 OUT OF 5		207	**	**	98	100	107	**	**	**	**	**	**	**	90	101
		73%	**	**	79%	76%	70%	**	**	**	**	**	**	**	68%	78%
Mean score		4.0	**	**	4.2	4.1	4.0	**	**	**	**	**	**	**	4.0	4.2
Standard deviation		.96	**	**	.84	.95	.96	**	**	**	**	**	**	**	1.00	.85
Standard error		.06	**	**	.08	.09	.08	**	**	**	**	**	**	**	.09	.08

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 50

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

Q18G. Please give a star rating to show how much you think they like Any Magic Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	~b	~c	~d	a	~b	c	~d	e	~f
Unweighted total		254	191	29	20	14	118	53	44	38	190	88	193	63	223	31
Effective Weighted Sample		220	179	29	20	14	103	47	37	33	166	75	167	54	194	26
Total		285	251	19	7	8	133	65	48	39	216	98	220	75	253	33
1 star	(1.0)	3	2	**	**	**	1	**	**	**	2	**	2	**	3	**
		1%	1%	**	**	**	*0%	**	**	**	1%	**	1%	**	1%	**
2 stars	(2.0)	15	11	**	**	**	4	**	**	**	8	**	10	**	10	**
		5%	5%	**	**	**	3%	**	**	**	4%	**	5%	**	4%	**
3 stars	(3.0)	60	53	**	**	**	24	**	**	**	44	**	36	**	48	**
		21%	21%	**	**	**	18%	**	**	**	20%	**	16%	**	19%	**
4 stars	(4.0)	95	83	**	**	**	39	**	**	**	79	**	79	**	89	**
		33%	33%	**	**	**	29%	**	**	**	37%	**	36%	**	35%	**
5 stars	(5.0)	113	102	**	**	**	65	**	**	**	82	**	93	**	103	**
		39%	41%	**	**	**	49%	**	**	**	38%	**	42%	**	41%	**
RATING OF 4-5 OUT OF 5		207	184	**	**	**	104	**	**	**	162	**	172	**	191	**
		73%	74%	**	**	**	78%	**	**	**	75%	**	78%	**	76%	**
Mean score		4.0	4.1	**	**	**	4.2	**	**	**	4.1	**	4.1	**	4.1	**
Standard deviation		.96	.94	**	**	**	.89	**	**	**	.90	**	.91	**	.93	**
Standard error		.06	.07	**	**	**	.08	**	**	**	.07	**	.07	**	.06	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 50

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

Q18G. Please give a star rating to show how much you think they like Any Magic Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	~a	b	c	~d	a	~b	a	~b	~c
Unweighted total		254	105	103	144	110	73	162	166	88	174	57	195	51	8
Effective Weighted Sample		220	92	91	127	93	63	141	145	75	150	50	170	43	7
Total		285	124	123	169	116	81	190	193	92	197	61	225	51	9
1 star	(1.0)	3	1	-	1	2	**	2	2	**	2	**	2	**	**
		1%	1%	~%	1%	1%	**	1%	1%	**	1%	**	1%	**	**
2 stars	(2.0)	15	6	1	6	10	**	4	4	**	5	**	9	**	**
		5%	5%	1%	3%	8%	**	2%	2%	**	3%	**	4%	**	**
3 stars	(3.0)	60	21	25	32	28	**	31	33	**	37	**	43	**	**
		21%	17%	21%	19%	24%	**	16%	17%	**	19%	**	19%	**	**
4 stars	(4.0)	95	43	43	59	36	**	63	65	**	61	**	73	**	**
		33%	35%	35%	35%	31%	**	33%	33%	**	31%	**	33%	**	**
5 stars	(5.0)	113	53	53	71	41	**	90	90	**	92	**	98	**	**
		39%	43%	43%	42%	36%	**	47%	46%	**	47%	**	43%	**	**
RATING OF 4-5 OUT OF 5		207	96	96	130	77	**	153	154	**	153	**	171	**	**
		73%	78%	78%	77%	66%	**	80%	80%	**	78%	**	76%	**	**
Mean score		4.0	4.1	4.2	4.1	3.9	**	4.2	4.2	**	4.2	**	4.1	**	**
				d											
Standard deviation		.96	.92	.81	.89	1.03	**	.87	.87	**	.90	**	.93	**	**
Standard error		.06	.09	.08	.07	.10	**	.07	.07	**	.07	**	.07	**	**

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

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

Q18G. Please give a star rating to show how much you think they like Any Magic Radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

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

			CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
			Total	YES a	NO ~b	MAYBE ~c	WHITE a	ETHNIC MINORITY GROUP ~b	YES ~a	NO b
Significance Level: 95%										
Unweighted total			254	180	50	24	222	32	74	170
Effective Weighted Sample			220	156	43	21	191	30	64	147
Total			285	207	52	26	241	45	80	196
1 star	(1.0)	3	1	**	**	3	**	**	**	1
		1%	1%	**	**	1%	**	**	**	1%
2 stars	(2.0)	15	5	**	**	13	**	**	**	9
		5%	2%	**	**	6%	**	**	**	5%
3 stars	(3.0)	60	37	**	**	41	**	**	**	43
		21%	18%	**	**	17%	**	**	**	22%
4 stars	(4.0)	95	70	**	**	80	**	**	**	67
		33%	34%	**	**	33%	**	**	**	34%
5 stars	(5.0)	113	94	**	**	103	**	**	**	76
		39%	45%	**	**	43%	**	**	**	39%
RATING OF 4-5 OUT OF 5			207	164	**	**	183	**	**	143
			73%	79%	**	**	76%	**	**	73%
Mean score			4.0	4.2	**	**	4.1	**	**	4.1
Standard deviation			.96	.86	**	**	.96	**	**	.92
Standard error			.06	.06	**	**	.06	**	**	.07

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 51

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

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Sounds at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
			~a	~b	~c	~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c
Significance Level: 95%																
Unweighted total		164	53	43	68	92	72	31	22	27	16	34	34	13	74	77
Effective Weighted Sample		140	47	37	57	77	63	28	19	22	15	27	30	11	64	64
Total		186	66	44	76	97	89	38	29	24	20	36	40	16	85	84
1 star	(1.0)	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2 stars	(2.0)	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	87	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		146	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		79%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		4.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		.88	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		.07	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 51

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

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Sounds at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	~a	~b	~c	~d	a	~b	c	d	e	~f
Unweighted total		164	124	18	15	7	91	32	23	17	148	97	140	164	164	-
Effective Weighted Sample		140	116	18	15	7	78	27	19	15	127	81	120	140	140	-
Total		186	165	11	5	4	103	36	26	20	168	104	161	186	186	-
1 star	(1.0)	1	1	**	**	**	**	**	**	**	1	**	-	1	1	**
		1%	1%	**	**	**	**	**	**	**	1%	**	-%	1%	1%	**
2 stars	(2.0)	6	5	**	**	**	**	**	**	**	3	**	6	6	6	**
		3%	3%	**	**	**	**	**	**	**	2%	**	4%	3%	3%	**
3 stars	(3.0)	33	29	**	**	**	**	**	**	**	31	**	23	33	33	**
		18%	17%	**	**	**	**	**	**	**	19%	**	14%	18%	18%	**
4 stars	(4.0)	59	53	**	**	**	**	**	**	**	53	**	50	59	59	**
		32%	32%	**	**	**	**	**	**	**	32%	**	31%	32%	32%	**
5 stars	(5.0)	87	77	**	**	**	**	**	**	**	80	**	83	87	87	**
		47%	47%	**	**	**	**	**	**	**	47%	**	51%	47%	47%	**
RATING OF 4-5 OUT OF 5		146	131	**	**	**	**	**	**	**	133	**	133	146	146	**
		79%	79%	**	**	**	**	**	**	**	79%	**	82%	79%	79%	**
Mean score		4.2	4.2	**	**	**	**	**	**	**	4.2	**	4.3	4.2	4.2	**
Standard deviation		.88	.88	**	**	**	**	**	**	**	.85	**	.84	.88	.88	**
Standard error		.07	.08	**	**	**	**	**	**	**	.07	**	.07	.07	.07	**

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

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

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Sounds at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			~a	~b	c	~d	~a	b	c	~d	a	~b	a	~b	~c
Unweighted total		164	82	75	105	59	56	118	119	45	125	27	148	16	-
Effective Weighted Sample		140	69	63	90	50	47	101	102	38	106	23	126	14	-
Total		186	93	87	121	65	64	136	137	49	142	27	167	19	-
1 star	(1.0)	1	**	**	1	**	**	-	-	**	-	**	-	**	**
		1%	**	**	1%	**	**	-%	-%	**	-%	**	-%	**	**
2 stars	(2.0)	6	**	**	1	**	**	4	4	**	3	**	4	**	**
		3%	**	**	*%	**	**	3%	3%	**	2%	**	2%	**	**
3 stars	(3.0)	33	**	**	16	**	**	17	17	**	17	**	26	**	**
		18%	**	**	13%	**	**	12%	12%	**	12%	**	16%	**	**
4 stars	(4.0)	59	**	**	37	**	**	39	40	**	46	**	56	**	**
		32%	**	**	31%	**	**	29%	29%	**	33%	**	34%	**	**
5 stars	(5.0)	87	**	**	67	**	**	76	76	**	76	**	81	**	**
		47%	**	**	55%	**	**	56%	55%	**	53%	**	49%	**	**
RATING OF 4-5 OUT OF 5		146	**	**	104	**	**	115	116	**	122	**	137	**	**
		79%	**	**	85%	**	**	85%	85%	**	86%	**	82%	**	**
Mean score		4.2	**	**	4.4	**	**	4.4	4.4	**	4.4	**	4.3	**	**
Standard deviation		.88	**	**	.80	**	**	.81	.81	**	.77	**	.81	**	**
Standard error		.07	**	**	.08	**	**	.07	.07	**	.07	**	.07	**	**

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

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

Q19A. Please give a star rating to show how much you think they like BBC Sounds. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Sounds at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	~a	b
Unweighted total		164	149	9	6	141	23	37	121
Effective Weighted Sample		140	127	8	5	119	21	32	103
Total		186	168	11	7	155	31	39	139
1 star	(1.0)	1	1	**	**	1	**	**	1
		1%	1%	**	**	1%	**	**	1%
2 stars	(2.0)	6	3	**	**	6	**	**	4
		3%	2%	**	**	4%	**	**	3%
3 stars	(3.0)	33	27	**	**	21	**	**	26
		18%	16%	**	**	14%	**	**	18%
4 stars	(4.0)	59	58	**	**	45	**	**	46
		32%	34%	**	**	29%	**	**	33%
5 stars	(5.0)	87	79	**	**	83	**	**	62
		47%	47%	**	**	53%	**	**	45%
RATING OF 4-5 OUT OF 5		146	137	**	**	128	**	**	108
		79%	82%	**	**	82%	**	**	78%
Mean score		4.2	4.3	**	**	4.3	**	**	4.2
Standard deviation		.88	.83	**	**	.89	**	**	.89
Standard error		.07	.07	**	**	.07	**	**	.08

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 52

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

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Apple Music or Apple Podcasts at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	~a	~b	c	~d	e	f	~a	b	c
Unweighted total		623	140	187	296	307	316	65	75	107	80	135	161	33	269	318
Effective Weighted Sample		529	120	161	254	259	270	58	62	92	69	113	141	28	227	272
Total		665	165	171	329	330	335	82	83	98	73	150	179	36	277	349
1 star	(1.0)	2	-	2	-	2	-	**	**	2	**	-	-	**	2	-
		*%	-%	1%	-%	1%	-%	**	**	2%	**	-%	-%	**	1%	-%
2 stars	(2.0)	7	4	-	4	4	3	**	**	-	**	3	1	**	2	4
		1%	2%	-%	1%	1%	1%	**	**	-%	**	2%	1%	**	1%	1%
3 stars	(3.0)	93	34	21	37	45	48	**	**	12	**	17	20	**	41	41
		14%	21%	13%	11%	14%	14%	**	**	12%	**	12%	11%	**	15%	12%
			c													
4 stars	(4.0)	206	61	46	99	109	97	**	**	21	**	54	46	**	91	104
		31%	37%	27%	30%	33%	29%	**	**	22%	**	36%	26%	**	33%	30%
												c				
5 stars	(5.0)	357	66	102	189	170	187	**	**	63	**	77	112	**	141	200
		54%	40%	60%	57%	52%	56%	**	**	64%	**	51%	63%	**	51%	57%
				a	a											
RATING OF 4-5 OUT OF 5		563	127	148	288	279	285	**	**	84	**	130	158	**	232	304
		85%	77%	86%	88%	85%	85%	**	**	86%	**	87%	88%	**	84%	87%
				a	a											
Mean score		4.4	4.2	4.4	4.4	4.3	4.4	**	**	4.5	**	4.4	4.5	**	4.3	4.4
				a	a											
Standard deviation		.78	.82	.79	.74	.80	.76	**	**	.84	**	.75	.72	**	.80	.74
Standard error		.03	.07	.06	.04	.05	.04	**	**	.08	**	.06	.06	**	.05	.04

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 52

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

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Apple Music or Apple Podcasts at least weekly

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		623	454	58	80	31	251	142	117	111	391	183	385	61	492	131
Effective Weighted Sample		529	425	57	80	31	216	121	98	94	334	157	330	52	420	110
Total		665	578	39	29	18	273	153	126	113	433	204	433	74	539	126
1 star	(1.0)	2	2	**	**	**	-	-	2	-	2	-	2	**	2	-
		*%	*%	**	**	**	-%	-%	1%	-%	*%	-%	*%	**	*%	-%
2 stars	(2.0)	7	7	**	**	**	3	2	1	1	6	3	5	**	6	1
		1%	1%	**	**	**	1%	1%	1%	1%	1%	2%	1%	**	1%	1%
3 stars	(3.0)	93	81	**	**	**	40	23	21	9	61	24	62	**	80	13
		14%	14%	**	**	**	15%	15%	17%	8%	14%	12%	14%	**	15%	10%
4 stars	(4.0)	206	175	**	**	**	83	50	41	32	138	58	136	**	171	35
		31%	30%	**	**	**	30%	33%	33%	28%	32%	28%	31%	**	32%	27%
5 stars	(5.0)	357	314	**	**	**	147	78	60	71	227	119	229	**	280	78
		54%	54%	**	**	**	54%	51%	48%	63%	52%	58%	53%	**	52%	61%
										c						
RATING OF 4-5 OUT OF 5		563	488	**	**	**	229	128	102	103	365	177	365	**	451	112
		85%	84%	**	**	**	84%	84%	81%	91%	84%	86%	84%	**	84%	89%
										c						
Mean score		4.4	4.4	**	**	**	4.4	4.3	4.2	4.5	4.3	4.4	4.4	**	4.3	4.5
										c						
Standard deviation		.78	.79	**	**	**	.77	.77	.87	.70	.80	.76	.79	**	.79	.72
Standard error		.03	.04	**	**	**	.05	.06	.08	.07	.04	.06	.04	**	.04	.06

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 52

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

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Apple Music or Apple Podcasts at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
			a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%															
Unweighted total		623	182	173	254	369	111	266	272	351	411	171	414	164	45
Effective Weighted Sample		529	155	146	216	315	94	228	233	297	350	144	355	137	38
Total		665	210	189	283	382	121	301	307	358	446	171	458	162	45
1 star	(1.0)	2	2	-	2	-	-	2	2	-	2	-	-	-	**
		*%	1%	-%	1%	-%	-%	1%	1%	-%	*%	-%	-%	-%	**
2 stars	(2.0)	7	4	-	4	4	-	3	3	4	4	1	5	*	**
		1%	2%	-%	1%	1%	-%	1%	1%	1%	1%	1%	1%	*%	**
3 stars	(3.0)	93	35	27	45	48	14	37	38	54	57	25	64	22	**
		14%	17%	14%	16%	12%	12%	12%	13%	15%	13%	15%	14%	14%	**
4 stars	(4.0)	206	48	56	79	127	33	96	98	108	135	57	138	57	**
		31%	23%	30%	28%	33%	27%	32%	32%	30%	30%	33%	30%	35%	**
5 stars	(5.0)					a									
		357	122	106	153	204	74	163	166	191	248	88	251	82	**
		54%	58%	56%	54%	53%	61%	54%	54%	53%	56%	52%	55%	51%	**
RATING OF 4-5 OUT OF 5		563	170	162	233	330	107	259	264	299	383	145	389	140	**
		85%	81%	86%	82%	87%	88%	86%	86%	84%	86%	85%	85%	86%	**
Mean score		4.4	4.4	4.4	4.3	4.4	4.5	4.4	4.4	4.4	4.4	4.4	4.4	4.4	**
Standard deviation		.78	.87	.73	.83	.74	.70	.78	.78	.78	.77	.76	.76	.72	**
Standard error		.03	.06	.06	.05	.04	.07	.05	.05	.04	.04	.06	.04	.06	**

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

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

Q19B. Please give a star rating to show how much you think they like Apple Music or Apple Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Apple Music or Apple Podcasts at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	~c	a	~b	a	b
Unweighted total		623	383	166	74	539	84	160	429
Effective Weighted Sample		529	327	140	63	458	72	135	364
Total		665	424	163	78	565	100	170	452
1 star	(1.0)	2	2	-	**	-	**	2	-
		*%	*%	-%	**	-%	**	1%	-%
2 stars	(2.0)	7	5	3	**	6	**	2	6
		1%	1%	2%	**	1%	**	1%	1%
3 stars	(3.0)	93	56	22	**	75	**	23	63
		14%	13%	13%	**	13%	**	13%	14%
4 stars	(4.0)	206	127	50	**	169	**	52	143
		31%	30%	31%	**	30%	**	30%	32%
5 stars	(5.0)	357	234	89	**	316	**	93	240
		54%	55%	55%	**	56%	**	54%	53%
RATING OF 4-5 OUT OF 5		563	361	139	**	485	**	144	383
		85%	85%	85%	**	86%	**	85%	85%
Mean score		4.4	4.4	4.4	**	4.4	**	4.4	4.4
Standard deviation		.78	.79	.77	**	.75	**	.83	.77
Standard error		.03	.04	.06	**	.03	**	.07	.04

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

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 53

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19C. Please give a star rating to show how much you think they like Google Play Music or Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Play Music or Google Podcasts at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			~a	b	c	a	b	~a	~b	~c	~d	~e	~f	~a	b	c
Unweighted total		372	92	119	161	191	181	49	43	60	59	82	79	18	176	176
Effective Weighted Sample		315	79	99	140	161	154	42	37	50	49	70	70	15	146	153
Total		402	110	106	187	208	194	58	52	55	50	95	92	19	180	202
1 star	(1.0)	1	**	1	-	1	-	**	**	**	**	**	**	**	1	-
		*%	**	1%	-%	*%	-%	**	**	**	**	**	**	**	*%	-%
2 stars	(2.0)	6	**	2	3	2	4	**	**	**	**	**	**	**	2	3
		1%	**	1%	2%	1%	2%	**	**	**	**	**	**	**	1%	2%
3 stars	(3.0)	65	**	19	23	27	38	**	**	**	**	**	**	**	33	26
		16%	**	18%	13%	13%	20%	**	**	**	**	**	**	**	19%	13%
4 stars	(4.0)	135	**	40	55	76	59	**	**	**	**	**	**	**	68	60
		34%	**	38%	29%	37%	31%	**	**	**	**	**	**	**	38%	30%
5 stars	(5.0)	195	**	44	105	103	93	**	**	**	**	**	**	**	76	112
		49%	**	41%	56%	49%	48%	**	**	**	**	**	**	**	42%	56%
					b											b
RATING OF 4-5 OUT OF 5		331	**	84	160	179	152	**	**	**	**	**	**	**	144	172
		82%	**	80%	86%	86%	78%	**	**	**	**	**	**	**	80%	85%
Mean score		4.3	**	4.2	4.4	4.3	4.2	**	**	**	**	**	**	**	4.2	4.4
					b											b
Standard deviation		.80	**	.84	.77	.77	.84	**	**	**	**	**	**	**	.80	.77
Standard error		.04	**	.08	.06	.06	.06	**	**	**	**	**	**	**	.06	.06

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 53

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19C. Please give a star rating to show how much you think they like Google Play Music or Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Play Music or Google Podcasts at least weekly

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	~b	~c	~d	a	b	c	~d	e	~f
Unweighted total		372	266	42	43	21	147	66	77	80	263	124	276	52	319	53
Effective Weighted Sample		315	249	41	43	21	127	55	62	70	223	107	233	45	270	45
Total		402	346	28	16	12	164	70	85	82	290	146	301	62	347	55
1 star	(1.0)	1	1	**	**	**	-	**	**	**	-	1	-	**	1	**
		*%	*%	**	**	**	-%	**	**	**	-%	1%	-%	**	*%	**
2 stars	(2.0)	6	6	**	**	**	3	**	**	**	4	2	5	**	5	**
		1%	2%	**	**	**	2%	**	**	**	1%	1%	2%	**	1%	**
3 stars	(3.0)	65	52	**	**	**	18	**	**	**	45	19	37	**	52	**
		16%	15%	**	**	**	11%	**	**	**	15%	13%	12%	**	15%	**
4 stars	(4.0)	135	113	**	**	**	55	**	**	**	90	38	100	**	114	**
		34%	33%	**	**	**	34%	**	**	**	31%	26%	33%	**	33%	**
5 stars	(5.0)	195	174	**	**	**	88	**	**	**	152	86	160	**	176	**
		49%	50%	**	**	**	54%	**	**	**	52%	59%	53%	**	51%	**
RATING OF 4-5 OUT OF 5		331	287	**	**	**	143	**	**	**	242	124	260	**	290	**
		82%	83%	**	**	**	87%	**	**	**	83%	85%	86%	**	83%	**
Mean score		4.3	4.3	**	**	**	4.4	**	**	**	4.3	4.4	4.4	**	4.3	**
Standard deviation		.80	.80	**	**	**	.75	**	**	**	.78	.81	.76	**	.80	**
Standard error		.04	.05	**	**	**	.06	**	**	**	.05	.07	.05	**	.04	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 53

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19C. Please give a star rating to show how much you think they like Google Play Music or Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Play Music or Google Podcasts at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
			a	b	c	d	~a	b	c	d	a	~b	a	~b	~c
Significance Level: 95%															
Unweighted total		372	138	136	194	178	74	206	208	164	252	91	273	84	15
Effective Weighted Sample		315	118	113	163	152	64	178	179	137	213	78	230	73	12
Total		402	156	149	215	187	87	238	239	163	274	98	298	90	15
1 star	(1.0)	1	-	-	-	1	**	-	-	1	-	**	-	**	**
		*%	-%	-%	-%	*%	**	-%	-%	1%	-%	**	-%	**	**
2 stars	(2.0)	6	2	3	4	2	**	3	3	3	5	**	2	**	**
		1%	1%	2%	2%	1%	**	1%	1%	2%	2%	**	1%	**	**
3 stars	(3.0)	65	20	20	32	33	**	25	26	39	39	**	40	**	**
		16%	13%	13%	15%	18%	**	10%	11%	24% bc	14%	**	13%	**	**
4 stars	(4.0)	135	47	47	69	66	**	79	79	56	83	**	92	**	**
		34%	30%	32%	32%	36%	**	33%	33%	34%	30%	**	31%	**	**
5 stars	(5.0)	195	87	79	111	85	**	131	132	64	148	**	164	**	**
		49%	56%	53%	51%	45%	**	55% d	55% d	39%	54%	**	55%	**	**
RATING OF 4-5 OUT OF 5		331	134	127	180	151	**	211	211	120	230	**	256	**	**
		82%	86%	85%	83%	81%	**	89% d	88% d	73%	84%	**	86%	**	**
Mean score		4.3	4.4	4.4	4.3	4.2	**	4.4 d	4.4 d	4.1	4.4	**	4.4	**	**
Standard deviation		.80	.76	.79	.79	.81	**	.72	.72	.87	.79	**	.74	**	**
Standard error		.04	.06	.07	.06	.06	**	.05	.05	.07	.05	**	.05	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19C. Please give a star rating to show how much you think they like Google Play Music or Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Play Music or Google Podcasts at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	a	b
Unweighted total		372	253	75	44	305	66	103	245
Effective Weighted Sample		315	214	62	39	256	58	88	207
Total		402	278	72	52	323	79	106	268
1 star	(1.0)	1	-	**	**	1	**	-	1
		*%	-%	**	**	*%	**	-%	*%
2 stars	(2.0)	6	2	**	**	3	**	-	6
		1%	1%	**	**	1%	**	-%	2%
3 stars	(3.0)	65	37	**	**	51	**	17	44
		16%	13%	**	**	16%	**	16%	16%
4 stars	(4.0)	135	85	**	**	109	**	32	93
		34%	30%	**	**	34%	**	30%	35%
5 stars	(5.0)	195	154	**	**	159	**	57	124
		49%	55%	**	**	49%	**	54%	46%
RATING OF 4-5 OUT OF 5		331	239	**	**	268	**	89	218
		82%	86%	**	**	83%	**	84%	81%
Mean score		4.3	4.4	**	**	4.3	**	4.4	4.2
Standard deviation		.80	.75	**	**	.79	**	.75	.83
Standard error		.04	.05	**	**	.05	**	.07	.05

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Global Player at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
			~a	~b	~c	~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c
Significance Level: 95%																
Unweighted total		95	25	25	45	52	43	14	11	13	12	25	20	4	43	48
Effective Weighted Sample		84	23	21	40	46	38	13	10	11	10	22	18	4	37	43
Total		116	35	26	56	64	52	19	16	12	13	33	23	6	52	58
1 star	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2 stars	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Global Player at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~e	~f
Unweighted total		95	77	10	4	4	62	7	16	10	80	49	85	34	91	4
Effective Weighted Sample		84	73	10	4	4	55	6	15	8	71	44	75	30	81	3
Total		116	106	6	1	2	77	7	22	10	99	61	105	44	112	4
1 star	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2 stars	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f																

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Global Player at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted total		95	44	56	68	27	38	84	84	11	85	5	82	11	2
Effective Weighted Sample		84	39	49	60	24	34	74	74	10	75	4	73	9	2
Total		116	53	70	84	33	48	102	102	15	103	6	101	12	3
1 star	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
2 stars	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19D. Please give a star rating to show how much you think they like GlobalPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Global Player at least weekly

			CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS		
			Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%				~a	~b	~c	~a	~b	~a	~b
Unweighted total			95	84	7	4	85	10	24	64
Effective Weighted Sample			84	75	6	3	75	9	22	56
Total			116	103	8	5	102	14	31	78
1 star	(1.0)	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**
2 stars	(2.0)	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c - a,b - a,b										

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to RadioPlayer at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
			~a	~b	~c	~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c
Significance Level: 95%																
Unweighted total		88	19	22	47	44	44	10	9	14	8	20	27	5	31	52
Effective Weighted Sample		77	16	20	41	37	39	9	8	12	8	17	24	4	27	46
Total		103	23	23	57	49	54	12	11	13	10	24	33	6	35	62
1 star	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2 stars	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to RadioPlayer at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~e	~f
Unweighted total		88	68	12	3	5	49	10	18	10	76	46	78	36	84	4
Effective Weighted Sample		77	63	12	3	5	44	9	15	8	67	40	69	31	74	4
Total		103	91	8	1	3	60	12	21	10	91	52	95	43	100	3
1 star	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2 stars	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f																

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to RadioPlayer at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted total		88	43	48	59	29	40	75	75	13	74	11	73	14	1
Effective Weighted Sample		77	37	43	52	25	35	66	66	11	65	9	65	12	1
Total		103	51	60	72	31	48	91	91	12	89	11	90	12	1
1 star	(1.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
2 stars	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19E. Please give a star rating to show how much you think they like RadioPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to RadioPlayer at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			~a	~b	~c	~a	~b	~a	~b
Unweighted total		88	74	8	6	81	6	25	60
Effective Weighted Sample		77	65	7	5	70	6	22	53
Total		103	87	9	7	93	9	28	73
1 star	(1.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
2 stars	(2.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**
Columns Tested: a,b,c - a,b - a,b									

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 56

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Spotify at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total		1815	387	550	878	848	967	180	207	275	275	393	485	108	754	942
Effective Weighted Sample		1538	334	466	751	718	820	157	177	232	234	337	414	93	633	805
Total		1828	424	472	931	862	965	206	219	233	239	424	507	103	724	991
1 star	(1.0)	4	3	1	-	4	-	3	-	1	-	-	-	1	3	-
		*%	1%	*%	-%	*%	-%	1%	-%	1%	-%	-%	-%	1%	*%	-%
			c					ef						c		
2 stars	(2.0)	18	6	5	7	4	13	2	4	1	4	1	6	3	7	8
		1%	1%	1%	1%	*%	1%	1%	2%	*%	2%	*%	1%	3%	1%	1%
														c		
3 stars	(3.0)	199	84	44	71	105	94	42	42	25	19	39	32	24	97	77
		11%	20%	9%	8%	12%	10%	20%	19%	11%	8%	9%	6%	24%	13%	8%
			bc					cdef	cdef					bc	c	
4 stars	(4.0)	523	144	143	236	256	268	63	80	70	73	122	114	26	236	257
		29%	34%	30%	25%	30%	28%	31%	37%	30%	31%	29%	23%	25%	33%	26%
			c					f	f	f	f				c	
5 stars	(5.0)	1084	188	279	617	493	590	96	93	136	143	262	355	48	382	649
		59%	44%	59%	66%	57%	61%	46%	42%	58%	60%	62%	70%	47%	53%	65%
				a	ab					ab	ab	ab	abcde			ab
RATING OF 4-5 OUT OF 5		1607	332	422	853	749	858	159	173	206	216	384	470	74	618	906
		88%	78%	89%	92%	87%	89%	77%	79%	89%	90%	91%	93%	72%	85%	91%
				a	a					ab	ab	ab	ab		a	ab
Mean score		4.5	4.2	4.5	4.6	4.4	4.5	4.2	4.2	4.5	4.5	4.5	4.6	4.1	4.4	4.6
				a	ab					ab	ab	ab	abcd		a	ab
Standard deviation		.74	.85	.73	.66	.76	.73	.89	.81	.74	.72	.67	.66	.96	.77	.67
Standard error		.02	.04	.03	.02	.03	.02	.07	.06	.04	.04	.03	.03	.09	.03	.02

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 56

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Spotify at least weekly

		Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
			ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
			a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Significance Level: 95%																
Unweighted total		1815	1190	266	235	124	571	506	376	357	969	395	853	86	1290	525
Effective Weighted Sample		1538	1124	261	234	122	486	428	315	305	833	338	723	72	1100	440
Total		1828	1489	179	87	73	583	504	377	360	1023	411	895	97	1334	494
1 star	(1.0)	4	4	-	-	-	-	3	-	1	3	1	3	**	3	1
		*%	*%	-%	-%	-%	-%	1%	-%	*%	*%	*%	*%	**	*%	*%
2 stars	(2.0)	18	15	1	1	2	6	6	3	2	9	5	6	**	13	5
		1%	1%	*%	1%	3% b	1%	1%	1%	1%	1%	1%	1%	**	1%	1%
3 stars	(3.0)	199	170	15	6	7	74	55	31	40	113	35	90	**	146	53
		11%	11%	9%	7%	10%	13% c	11%	8%	11%	11%	9%	10%	**	11%	11%
4 stars	(4.0)	523	433	53	22	15	168	154	103	99	283	116	255	**	374	149
		29%	29% d	29%	26%	20%	29%	31%	27%	27%	28%	28%	28%	**	28%	30%
5 stars	(5.0)	1084	867	110	57	50	336	286	241	218	615	254	541	**	798	285
		59%	58%	62%	66% a	68% a	58%	57%	64%	61%	60%	62%	60%	**	60%	58%
RATING OF 4-5 OUT OF 5		1607	1300	163	80	64	504	440	343	317	898	370	796	**	1172	435
		88%	87%	91%	92% a	88%	86%	87%	91% a	88%	88%	90%	89%	**	88%	88%
Mean score		4.5	4.4	4.5	4.6 a	4.5	4.4	4.4	4.5 ab	4.5	4.5	4.5	4.5	**	4.5	4.4
Standard deviation		.74	.75	.67	.67	.77	.75	.77	.67	.74	.74	.73	.73	**	.74	.74
Standard error		.02	.02	.04	.04	.07	.03	.03	.03	.04	.02	.04	.02	**	.02	.03

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 56

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Spotify at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
			a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%															
Unweighted total		1815	375	377	577	1238	191	555	570	1245	1025	665	1031	645	139
Effective Weighted Sample		1538	323	319	493	1046	159	470	482	1057	867	567	883	543	115
Total		1828	401	397	605	1222	199	588	602	1226	1047	663	1085	612	131
1 star	(1.0)	4	3	1	3	1	-	1	1	2	3	-	1	2	-
		*%	1%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%
2 stars	(2.0)	18	6	1	6	12	1	4	4	14	8	7	5	13	-
		1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	*%	2%	-%
														a	
3 stars	(3.0)	199	53	39	71	128	17	63	66	133	97	83	104	78	18
		11%	13%	10%	12%	10%	8%	11%	11%	11%	9%	13%	10%	13%	13%
												a			
4 stars	(4.0)	523	113	108	171	352	55	163	167	356	289	199	295	188	40
		29%	28%	27%	28%	29%	28%	28%	28%	29%	28%	30%	27%	31%	30%
5 stars	(5.0)	1084	226	246	355	729	127	357	363	721	651	374	679	331	74
		59%	56%	62%	59%	60%	64%	61%	60%	59%	62%	56%	63%	54%	56%
											b		b		
RATING OF 4-5 OUT OF 5		1607	340	354	525	1081	182	520	530	1077	940	573	974	519	113
		88%	85%	89%	87%	88%	91%	88%	88%	88%	90%	86%	90%	85%	87%
													b		
Mean score		4.5	4.4	4.5	4.4	4.5	4.5	4.5	4.5	4.5	4.5	4.4	4.5	4.4	4.4
				a							b		b		
Standard deviation		.74	.82	.72	.77	.73	.66	.73	.73	.74	.71	.75	.70	.81	.72
Standard error		.02	.04	.04	.03	.02	.05	.03	.03	.02	.02	.03	.02	.03	.06

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19F. Please give a star rating to show how much you think they like Spotify. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Spotify at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	b	c	a	b	a	b
Significance Level: 95%									
Unweighted total		1815	887	622	306	1591	221	416	1329
Effective Weighted Sample		1538	757	526	257	1345	195	356	1123
Total		1828	935	595	298	1564	260	432	1324
1 star	(1.0)	4	1	-	3	4	-	1	2
		*%	*%	-%	1% b	*%	-%	*%	*%
2 stars	(2.0)	18	6	11	1	15	3	3	14
		1%	1%	2%	*%	1%	1%	1%	1%
3 stars	(3.0)	199	101	70	28	168	31	40	148
		11%	11%	12%	9%	11%	12%	9%	11%
4 stars	(4.0)	523	261	169	93	433	90	120	391
		29%	28%	28%	31%	28%	35% a	28%	30%
5 stars	(5.0)	1084	565	344	174	944	136	268	769
		59%	60%	58%	58%	60% b	52%	62%	58%
RATING OF 4-5 OUT OF 5		1607	827	514	267	1377	227	388	1160
		88%	88%	86%	89%	88%	87%	90%	88%
Mean score		4.5	4.5	4.4	4.5	4.5	4.4	4.5	4.4
Standard deviation		.74	.72	.77	.75	.74	.73	.72	.74
Standard error		.02	.02	.03	.04	.02	.05	.04	.02

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Deezer at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
Total		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	152	28	39	85	71	81	17	11	18	21	36	49	2	56	94
Effective Weighted Sample	133	25	34	74	61	72	16	10	16	18	31	44	2	48	83
Total	174	36	39	98	83	91	23	13	17	22	43	55	3	63	108
2 stars	(2.0)	5	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	14	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	63	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	92	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5	155	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	89%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score	4.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	.75	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.06	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Deezer at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	~b	~c	~d	~a	~b	~c	~d	a	~b	c	~d	e	~f
Significance Level: 95%															
Unweighted total	152	118	17	11	6	77	25	24	25	112	63	127	37	141	11
Effective Weighted Sample	133	111	17	11	6	69	23	19	21	99	55	111	32	123	10
Total	174	154	12	4	4	91	30	25	27	130	75	145	45	161	13
2 stars	(2.0)	5	4	**	**	**	**	**	**	5	**	5	**	5	**
		3%	3%	**	**	**	**	**	**	4%	**	3%	**	3%	**
3 stars	(3.0)	14	10	**	**	**	**	**	**	9	**	10	**	12	**
		8%	7%	**	**	**	**	**	**	7%	**	7%	**	7%	**
4 stars	(4.0)	63	55	**	**	**	**	**	**	43	**	48	**	57	**
		36%	36%	**	**	**	**	**	**	33%	**	33%	**	36%	**
5 stars	(5.0)	92	85	**	**	**	**	**	**	73	**	81	**	87	**
		53%	55%	**	**	**	**	**	**	56%	**	56%	**	54%	**
RATING OF 4-5 OUT OF 5	155	140	**	**	**	**	**	**	**	116	**	129	**	144	**
	89%	91%	**	**	**	**	**	**	**	89%	**	89%	**	90%	**
Mean score	4.4	4.4	**	**	**	**	**	**	**	4.4	**	4.4	**	4.4	**
Standard deviation	.75	.74	**	**	**	**	**	**	**	.78	**	.77	**	.76	**
Standard error	.06	.07	**	**	**	**	**	**	**	.07	**	.07	**	.06	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 57

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Deezer at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			~a	~b	~c	~d	~a	b	c	~d	a	~b	a	~b	~c
Unweighted total		152	65	64	85	67	57	108	109	43	124	22	119	24	9
Effective Weighted Sample		133	58	57	75	58	52	97	97	36	109	19	106	20	7
Total		174	78	78	100	73	74	130	131	43	144	23	143	22	9
2 stars	(2.0)	5	**	**	**	**	**	5	5	**	5	**	4	**	**
		3%	**	**	**	**	**	4%	4%	**	3%	**	3%	**	**
3 stars	(3.0)	14	**	**	**	**	**	7	7	**	13	**	6	**	**
		8%	**	**	**	**	**	5%	5%	**	9%	**	4%	**	**
4 stars	(4.0)	63	**	**	**	**	**	45	45	**	48	**	50	**	**
		36%	**	**	**	**	**	35%	34%	**	34%	**	35%	**	**
5 stars	(5.0)	92	**	**	**	**	**	73	74	**	78	**	82	**	**
		53%	**	**	**	**	**	56%	57%	**	54%	**	57%	**	**
RATING OF 4-5 OUT OF 5		155	**	**	**	**	**	118	119	**	126	**	132	**	**
		89%	**	**	**	**	**	91%	91%	**	88%	**	93%	**	**
Mean score		4.4	**	**	**	**	**	4.4	4.4	**	4.4	**	4.5	**	**
Standard deviation		.75	**	**	**	**	**	.76	.76	**	.79	**	.72	**	**
Standard error		.06	**	**	**	**	**	.07	.07	**	.07	**	.07	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19G. Please give a star rating to show how much you think they like Deezer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Deezer at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	~b	~c	a	~b	~a	~b
Significance Level: 95%									
Unweighted total		152	116	23	13	125	27	49	95
Effective Weighted Sample		133	103	19	11	108	25	43	84
Total		174	137	23	14	140	34	55	113
2 stars	(2.0)	5	3	**	**	3	**	**	**
		3%	2%	**	**	2%	**	**	**
3 stars	(3.0)	14	8	**	**	10	**	**	**
		8%	6%	**	**	7%	**	**	**
4 stars	(4.0)	63	51	**	**	47	**	**	**
		36%	37%	**	**	34%	**	**	**
5 stars	(5.0)	92	76	**	**	79	**	**	**
		53%	55%	**	**	57%	**	**	**
RATING OF 4-5 OUT OF 5		155	127	**	**	126	**	**	**
		89%	92%	**	**	90%	**	**	**
Mean score		4.4	4.5	**	**	4.4	**	**	**
Standard deviation		.75	.70	**	**	.73	**	**	**
Standard error		.06	.06	**	**	.07	**	**	**
Columns Tested: a,b,c - a,b - a,b									

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 58

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Amazon Music at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	~a	b	c
Unweighted total		1068	289	390	389	503	565	136	153	196	194	171	218	87	537	440
Effective Weighted Sample		899	249	329	331	424	476	119	130	165	164	145	186	74	452	371
Total		1045	314	327	403	490	555	150	164	164	163	176	227	86	509	446
1 star	(1.0)	3	1	-	2	1	2	1	-	-	-	-	2	**	1	2
		*%	*%	-%	*%	*%	*%	1%	-%	-%	-%	-%	1%	**	*%	*%
2 stars	(2.0)	21	11	8	2	10	11	5	5	3	5	1	1	**	14	4
		2%	3%	2%	*%	2%	2%	4%	3%	2%	3%	1%	*%	**	3%	1%
			c	c				f	f		f				c	
3 stars	(3.0)	136	43	40	53	59	77	16	26	16	24	27	26	**	65	58
		13%	14%	12%	13%	12%	14%	11%	16%	10%	15%	15%	12%	**	13%	13%
4 stars	(4.0)	365	125	113	127	189	176	67	58	58	55	65	62	**	177	150
		35%	40%	35%	31%	39%	32%	45%	36%	35%	34%	37%	27%	**	35%	34%
			c			b		f								
5 stars	(5.0)	519	135	165	219	230	289	60	74	87	79	83	136	**	252	233
		50%	43%	51%	54%	47%	52%	40%	45%	53%	48%	47%	60%	**	49%	52%
					a					a			abde			
RATING OF 4-5 OUT OF 5		885	260	279	346	420	465	127	133	145	134	148	199	**	429	383
		85%	83%	85%	86%	86%	84%	85%	81%	88%	82%	84%	87%	**	84%	86%
Mean score		4.3	4.2	4.3	4.4	4.3	4.3	4.2	4.2	4.4	4.3	4.3	4.5	**	4.3	4.4
					a					a			abd			
Standard deviation		.80	.83	.78	.76	.78	.81	.84	.83	.74	.83	.75	.77	**	.82	.77
Standard error		.02	.05	.04	.04	.03	.03	.07	.07	.05	.06	.06	.05	**	.04	.04

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 58

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Amazon Music at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	~d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		1068	700	138	162	68	348	277	216	224	607	220	551	73	782	286
Effective Weighted Sample		899	660	136	162	67	298	231	179	190	515	184	468	62	661	240
Total		1045	855	91	60	39	350	262	208	222	611	221	568	85	779	265
1 star	(1.0)	3	3	-	-	**	-	-	2	-	1	-	3	**	3	-
		*%	*%	-%	-%	**	-%	-%	1%	-%	*%	-%	1%	**	*%	-%
2 stars	(2.0)	21	16	1	1	**	6	3	5	6	13	4	8	**	15	6
		2%	2%	1%	1%	**	2%	1%	2%	3%	2%	2%	1%	**	2%	2%
3 stars	(3.0)	136	111	14	7	**	44	41	20	31	80	18	71	**	100	36
		13%	13%	15%	12%	**	13%	16%	10%	14%	13%	8%	12%	**	13%	14%
4 stars	(4.0)	365	299	29	24	**	124	104	80	57	218	76	206	**	280	85
		35%	35%	32%	41%	**	35%	40%	39%	25%	36%	34%	36%	**	36%	32%
							d	d	d							
5 stars	(5.0)	519	426	47	28	**	176	114	101	129	299	124	280	**	381	138
		50%	50%	51%	47%	**	50%	43%	48%	58%	49%	56%	49%	**	49%	52%
										b						
RATING OF 4-5 OUT OF 5		885	725	76	52	**	299	218	181	186	517	200	486	**	661	223
		85%	85%	84%	87%	**	86%	83%	87%	84%	85%	90%	86%	**	85%	84%
Mean score		4.3	4.3	4.3	4.3	**	4.3	4.3	4.3	4.4	4.3	4.4	4.3	**	4.3	4.3
												ae				
Standard deviation		.80	.80	.79	.73	**	.77	.76	.81	.82	.79	.71	.79	**	.80	.79
Standard error		.02	.03	.07	.06	**	.04	.05	.06	.06	.03	.05	.03	**	.03	.05

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 58

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Amazon Music at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	~c
Unweighted total		1068	283	231	384	684	142	353	362	706	624	354	638	355	75
Effective Weighted Sample		899	238	193	323	577	121	299	308	594	524	300	539	300	62
Total		1045	290	230	388	657	148	369	378	666	620	338	636	345	63
1 star	(1.0)	3	1	-	1	2	-	3	3	-	2	1	3	-	**
		*%	*%	-%	*%	*%	-%	1% d	1% d	-%	*%	*%	*%	-%	**
2 stars	(2.0)	21	9	6	10	11	2	6	6	15	9	9	11	9	**
		2%	3%	3%	3%	2%	1%	2%	2%	2%	1%	3%	2%	3%	**
3 stars	(3.0)	136	38	19	49	88	10	35	36	101	70	51	63	66	**
		13%	13%	8%	13%	13%	7%	9%	9%	15% abc	11%	15%	10%	19% a	**
4 stars	(4.0)	365	94	76	128	237	50	135	140	225	218	116	222	118	**
		35%	32%	33%	33%	36%	34%	37%	37%	34%	35%	34%	35%	34%	**
5 stars	(5.0)	519	148	128	200	320	86	190	194	326	322	161	338	153	**
		50%	51%	56%	52%	49%	58%	52%	51%	49%	52%	48%	53% b	44%	**
RATING OF 4-5 OUT OF 5		885	242	204	328	557	136	325	334	551	540	277	560	271	**
		85%	83%	89%	85%	85%	92% d	88% d	88% d	83%	87% b	82%	88% b	78%	**
Mean score		4.3	4.3	4.4	4.3	4.3	4.5 d	4.4	4.4	4.3	4.4	4.3	4.4 b	4.2	**
Standard deviation		.80	.84	.76	.82	.78	.69	.78	.78	.80	.76	.84	.77	.84	**
Standard error		.02	.05	.05	.04	.03	.06	.04	.04	.03	.03	.04	.03	.04	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19H. Please give a star rating to show how much you think they like Amazon Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Amazon Music at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP ~b	YES a	NO b
Significance Level: 95%									
Unweighted total		1068	554	326	188	967	99	234	789
Effective Weighted Sample		899	466	275	159	814	85	198	664
Total		1045	558	305	181	929	113	233	768
1 star	(1.0)	3	3	-	-	2	**	-	2
		*%	1%	-%	-%	*%	**	-%	*%
2 stars	(2.0)	21	13	6	1	18	**	6	15
		2%	2%	2%	1%	2%	**	2%	2%
3 stars	(3.0)	136	58	52	26	116	**	33	98
		13%	10%	17%	15%	13%	**	14%	13%
4 stars	(4.0)	365	195	101	69	320	**	88	261
		35%	35%	33%	38%	34%	**	38%	34%
5 stars	(5.0)	519	289	146	84	474	**	106	392
		50%	52%	48%	46%	51%	**	46%	51%
RATING OF 4-5 OUT OF 5		885	484	247	153	793	**	194	653
		85%	87%	81%	85%	85%	**	83%	85%
			b						
Mean score		4.3	4.4	4.3	4.3	4.3	**	4.3	4.3
Standard deviation		.80	.80	.81	.74	.78	**	.79	.79
Standard error		.02	.03	.04	.05	.03	**	.05	.03

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19I. Please give a star rating to show how much you think they like Tidal. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Tidal at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
Total		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	~b	~c	~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c
Significance Level: 95%															
Unweighted total		92	30	20	42	49	19	11	11	9	19	23	7	40	45
Effective Weighted Sample		82	27	17	38	42	17	10	9	8	17	21	7	35	40
Total		118	42	22	54	61	25	17	11	11	24	30	11	49	58
2 stars	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19I. Please give a star rating to show how much you think they like Tidal. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Tidal at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~e	~f
Unweighted total		92	76	8	5	3	64	9	14	5	81	50	86	44	89	3
Effective Weighted Sample		82	72	8	5	3	57	9	12	5	73	44	76	40	79	2
Total		118	109	5	2	2	80	13	19	6	106	63	110	56	115	3
2 stars	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19I. Please give a star rating to show how much you think they like Tidal. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Tidal at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
			~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b	~c
Significance Level: 95%															
Unweighted total		92	55	59	70	22	49	80	81	11	77	8	78	10	4
Effective Weighted Sample		82	48	53	62	19	44	71	72	10	69	7	70	8	3
Total		118	68	78	90	28	63	102	103	15	98	10	102	11	5
2 stars	(2.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19I. Please give a star rating to show how much you think they like Tidal. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Tidal at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			~a	~b	~c	~a	~b	~a	~b
Significance Level: 95%									
Unweighted total		92	81	6	5	75	17	23	67
Effective Weighted Sample		82	72	6	5	66	16	20	60
Total		118	103	8	7	94	24	28	87
2 stars	(2.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
3 stars	(3.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
4 stars	(4.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
5 stars	(5.0)	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**
Mean score		**	**	**	**	**	**	**	**
Standard deviation		**	**	**	**	**	**	**	**
Standard error		**	**	**	**	**	**	**	**
Columns Tested: a,b,c - a,b - a,b									

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 60

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to YouTube Music at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total		1406	375	481	550	696	710	173	202	249	232	274	276	103	683	609
Effective Weighted Sample		1181	319	407	468	587	594	149	170	211	196	234	234	87	571	517
Total		1402	407	409	586	690	712	186	221	210	199	294	292	104	651	638
1 star	(1.0)	6	3	1	2	5	2	2	1	1	-	2	1	1	3	2
		1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
2 stars	(2.0)	24	13	8	4	14	11	5	8	5	3	4	-	3	17	5
		2%	3%	2%	1%	2%	2%	3%	4%	2%	1%	1%	0%	2%	3%	1%
			c					f	f	f					c	
3 stars	(3.0)	179	67	44	68	83	96	26	41	26	19	31	36	17	86	74
		13%	16%	11%	12%	12%	13%	14%	18%	12%	9%	11%	12%	17%	13%	12%
			bc						de							
4 stars	(4.0)	474	130	140	204	236	237	59	71	71	68	106	98	32	212	230
		34%	32%	34%	35%	34%	33%	32%	32%	34%	34%	36%	33%	30%	33%	36%
5 stars	(5.0)	719	194	217	308	353	366	94	99	108	109	151	157	51	334	327
		51%	48%	53%	53%	51%	51%	51%	45%	51%	55%	51%	54%	49%	51%	51%
RATING OF 4-5 OUT OF 5		1193	324	357	512	589	604	153	171	179	178	257	255	83	546	556
		85%	80%	87%	87%	85%	85%	82%	77%	85%	89%	87%	87%	80%	84%	87%
				a	a						b	b	b			
Mean score		4.3	4.2	4.4	4.4	4.3	4.3	4.3	4.2	4.3	4.4	4.4	4.4	4.2	4.3	4.4
				a	a						b	b	b			
Standard deviation		.80	.88	.77	.75	.81	.78	.88	.89	.81	.72	.77	.72	.89	.83	.75
Standard error		.02	.05	.04	.03	.03	.03	.07	.06	.05	.05	.05	.04	.09	.03	.03

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 60

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to YouTube Music at least weekly

		Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
			ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total		1406	909	188	189	120	397	326	305	373	785	273	739	80	1016	390
Effective Weighted Sample		1181	854	184	188	119	334	275	252	316	667	234	624	70	858	324
Total		1402	1135	127	70	70	399	329	304	366	811	297	766	99	1033	369
1 star	(1.0)	6	5	-	*	1	3	*	-	3	3	2	1	**	5	1
		*%	*%	-%	1%	1%	1%	*%	-%	1%	*%	1%	*%	**	*%	*%
2 stars	(2.0)	24	20	1	1	2	2	8	7	6	13	6	11	**	17	8
		2%	2%	1%	1%	3%	*%	2%	2%	2%	2%	2%	1%	**	2%	2%
							a	a								
3 stars	(3.0)	179	136	21	10	11	45	57	35	42	98	33	93	**	128	51
		13%	12%	17%	14%	16%	11%	17%	12%	12%	12%	11%	12%	**	12%	14%
							a	a								
4 stars	(4.0)	474	397	39	17	21	144	115	96	115	276	101	262	**	349	124
		34%	35%	31%	24%	30%	36%	35%	32%	31%	34%	34%	34%	**	34%	34%
			c													
5 stars	(5.0)	719	576	66	42	35	205	149	165	199	421	155	400	**	534	185
		51%	51%	52%	60%	50%	52%	45%	54%	54%	52%	52%	52%	**	52%	50%
					a				b	b						
RATING OF 4-5 OUT OF 5		1193	973	105	59	56	349	264	262	314	697	256	662	**	884	309
		85%	86%	82%	84%	80%	88%	80%	86%	86%	86%	86%	86%	**	86%	84%
							b									
Mean score		4.3	4.3	4.3	4.4	4.3	4.4	4.2	4.4	4.4	4.4	4.4	4.4	**	4.3	4.3
							b		b	b						
Standard deviation		.80	.79	.79	.81	.90	.76	.83	.78	.81	.78	.81	.75	**	.79	.81
Standard error		.02	.03	.06	.06	.08	.04	.05	.04	.04	.03	.05	.03	**	.02	.04

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 60

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to YouTube Music at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total		1406	356	313	501	905	165	464	481	925	801	475	809	464	133
Effective Weighted Sample		1181	300	261	422	761	140	397	412	771	678	396	684	392	108
Total		1402	374	325	521	881	176	500	515	886	823	452	841	434	126
1 star	(1.0)	6 *%	1 *%	1 *%	1 *%	5 1%	- -%	1 *%	1 *%	5 1%	1 *%	4 1%	2 *%	2 *%	2 1%
												a			
2 stars	(2.0)	24 2%	9 2%	5 1%	11 2%	13 2%	- -%	6 1%	6 1%	19 2%	10 1%	12 3%	9 1%	11 2%	4 4%
3 stars	(3.0)	179 13%	48 13%	32 10%	63 12%	116 13%	19 11%	49 10%	52 10%	127 14%	92 11%	63 14%	79 9%	76 18%	23 19%
										bc				a	a
4 stars	(4.0)	474 34%	112 30%	103 32%	160 31%	313 36%	69 39%	178 36%	185 36%	288 33%	279 34%	153 34%	299 36%	135 31%	40 32%
5 stars	(5.0)	719 51%	204 54%	184 57%	285 55%	434 49%	89 50%	266 53%	272 53%	447 50%	442 54%	220 49%	452 54%	211 49%	56 44%
				d											
RATING OF 4-5 OUT OF 5		1193 85%	316 84%	287 88%	445 86%	747 85%	157 89%	444 89%	457 89%	736 83%	720 88%	373 83%	751 89%	346 80%	96 76%
								d	d		b		bc		
Mean score		4.3	4.4	4.4 d	4.4	4.3	4.4	4.4 d	4.4	4.3	4.4 b	4.3	4.4 bc	4.2	4.1
Standard deviation		.80	.82	.76	.80	.80	.68	.73	.73	.83	.74	.86	.73	.86	.94
Standard error		.02	.04	.04	.04	.03	.05	.03	.03	.03	.03	.04	.03	.04	.08

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to YouTube Music at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%									
Unweighted total		1406	696	480	230	1204	195	354	981
Effective Weighted Sample		1181	590	401	192	1009	171	303	820
Total		1402	732	452	218	1162	234	359	969
1 star	(1.0)	6	3	2	*	4	3	4	2
		*%	*%	1%	*%	*%	1%	1%	*%
2 stars	(2.0)	24	8	12	4	20	5	6	17
		2%	1%	3%	2%	2%	2%	2%	2%
3 stars	(3.0)	179	75	67	36	143	34	44	127
		13%	10%	15%	16%	12%	14%	12%	13%
4 stars	(4.0)	474	251	148	75	398	72	109	341
		34%	34%	33%	34%	34%	31%	30%	35%
5 stars	(5.0)	719	394	222	103	597	121	196	482
		51%	54%	49%	47%	51%	52%	55%	50%
RATING OF 4-5 OUT OF 5		1193	644	370	178	995	193	305	823
		85%	88% bc	82%	82%	86%	82%	85%	85%
Mean score		4.3	4.4 bc	4.3	4.3	4.3	4.3	4.4	4.3
Standard deviation		.80	.76	.85	.81	.78	.87	.84	.79
Standard error		.02	.03	.04	.05	.02	.06	.04	.03

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 61

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to SoundCloud at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			~a	~b	c	a	b	~a	~b	~c	~d	~e	~f	~a	b	c
Unweighted total		289	49	86	154	149	140	29	20	42	44	78	76	5	107	174
Effective Weighted Sample		243	42	71	131	125	118	26	16	35	36	65	67	4	87	149
Total		318	60	80	177	169	149	38	22	41	39	91	87	4	113	198
1 star	(1.0)	2	**	**	-	-	2	**	**	**	**	**	**	**	2	-
		1%	**	**	-%	-%	1%	**	**	**	**	**	**	**	1%	-%
2 stars	(2.0)	7	**	**	2	6	2	**	**	**	**	**	**	**	4	2
		2%	**	**	1%	3%	1%	**	**	**	**	**	**	**	4%	1%
3 stars	(3.0)	38	**	**	18	15	24	**	**	**	**	**	**	**	17	21
		12%	**	**	10%	9%	16%	**	**	**	**	**	**	**	15%	10%
4 stars	(4.0)	112	**	**	62	65	48	**	**	**	**	**	**	**	37	71
		35%	**	**	35%	38%	32%	**	**	**	**	**	**	**	33%	36%
5 stars	(5.0)	159	**	**	95	85	74	**	**	**	**	**	**	**	53	105
		50%	**	**	54%	50%	50%	**	**	**	**	**	**	**	47%	53%
RATING OF 4-5 OUT OF 5		271	**	**	158	149	122	**	**	**	**	**	**	**	90	175
		85%	**	**	89%	88%	82%	**	**	**	**	**	**	**	80%	89%
Mean score		4.3	**	**	4.4	4.3	4.3	**	**	**	**	**	**	**	4.2	4.4
Standard deviation		.81	**	**	.71	.78	.85	**	**	**	**	**	**	**	.93	.71
Standard error		.05	**	**	.06	.06	.07	**	**	**	**	**	**	**	.09	.05

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 61

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to SoundCloud at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	~b	~c	~d	a	b	c	~d	e	~f
Unweighted total		289	197	44	28	20	130	55	54	49	195	109	213	53	250	39
Effective Weighted Sample		243	185	43	28	20	111	47	44	41	166	92	179	47	211	32
Total		318	267	29	10	11	147	66	56	49	217	117	239	68	279	39
1 star	(1.0)	2	1	**	**	**	*	**	**	**	2	1	2	**	2	**
		1%	*%	**	**	**	*%	**	**	**	1%	1%	1%	**	1%	**
2 stars	(2.0)	7	7	**	**	**	3	**	**	**	4	3	5	**	7	**
		2%	2%	**	**	**	2%	**	**	**	2%	3%	2%	**	3%	**
3 stars	(3.0)	38	27	**	**	**	10	**	**	**	26	6	25	**	30	**
		12%	10%	**	**	**	7%	**	**	**	12%	5%	10%	**	11%	**
4 stars	(4.0)	112	94	**	**	**	59	**	**	**	64	39	89	**	101	**
		35%	35%	**	**	**	40%	**	**	**	29%	33%	37%	**	36%	**
5 stars	(5.0)	159	138	**	**	**	75	**	**	**	122	68	120	**	139	**
		50%	52%	**	**	**	51%	**	**	**	56%	58%	50%	**	50%	**
RATING OF 4-5 OUT OF 5		271	232	**	**	**	134	**	**	**	186	107	208	**	239	**
		85%	87%	**	**	**	91%	**	**	**	86%	92%	87%	**	86%	**
Mean score		4.3	4.4	**	**	**	4.4	**	**	**	4.4	4.4	4.3	**	4.3	**
Standard deviation		.81	.80	**	**	**	.73	**	**	**	.82	.80	.80	**	.82	**
Standard error		.05	.06	**	**	**	.06	**	**	**	.06	.08	.05	**	.05	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 61

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to SoundCloud at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			~a	b	c	d	~a	b	c	d	a	~b	a	~b	~c
Unweighted total		289	90	102	133	156	75	168	172	117	222	51	198	70	21
Effective Weighted Sample		243	76	87	112	130	65	145	148	96	188	42	169	57	17
Total		318	105	120	151	167	91	198	201	117	251	52	230	68	20
1 star	(1.0)	2	**	-	2	-	**	2	2	-	1	**	-	**	**
		1%	**	-%	1%	-%	**	1%	1%	-%	1%	**	-%	**	**
2 stars	(2.0)	7	**	1	2	5	**	3	3	4	3	**	1	**	**
		2%	**	1%	2%	3%	**	2%	2%	3%	1%	**	1%	**	**
3 stars	(3.0)	38	**	12	17	21	**	22	23	15	29	**	23	**	**
		12%	**	10%	11%	13%	**	11%	11%	13%	12%	**	10%	**	**
4 stars	(4.0)	112	**	31	41	71	**	64	65	47	90	**	84	**	**
		35%	**	26%	27%	43% bc	**	32%	32%	40%	36%	**	36%	**	**
5 stars	(5.0)	159	**	75	89	69	**	107	108	51	127	**	122	**	**
		50%	**	62% d	59% d	42%	**	54%	54%	43%	51%	**	53%	**	**
RATING OF 4-5 OUT OF 5		271	**	106	130	141	**	171	173	98	217	**	205	**	**
		85%	**	88%	86%	84%	**	87%	86%	84%	86%	**	89%	**	**
Mean score		4.3	**	4.5 d	4.4	4.2	**	4.4	4.4	4.2	4.3	**	4.4	**	**
Standard deviation		.81	**	.73	.84	.78	**	.81	.81	.81	.78	**	.70	**	**
Standard error		.05	**	.07	.07	.06	**	.06	.06	.07	.05	**	.05	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q19K. Please give a star rating to show how much you think they like SoundCloud. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to SoundCloud at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	~a	b
Unweighted total		289	189	68	32	237	51	79	193
Effective Weighted Sample		243	162	56	26	197	46	65	164
Total		318	220	65	33	252	65	81	221
1 star	(1.0)	2	2	**	**	2	**	**	-
		1%	1%	**	**	1%	**	**	-%
2 stars	(2.0)	7	5	**	**	6	**	**	5
		2%	2%	**	**	2%	**	**	2%
3 stars	(3.0)	38	18	**	**	31	**	**	26
		12%	8%	**	**	12%	**	**	12%
4 stars	(4.0)	112	76	**	**	83	**	**	78
		35%	34%	**	**	33%	**	**	35%
5 stars	(5.0)	159	119	**	**	131	**	**	112
		50%	54%	**	**	52%	**	**	51%
RATING OF 4-5 OUT OF 5		271	195	**	**	214	**	**	190
		85%	89%	**	**	85%	**	**	86%
Mean score		4.3	4.4	**	**	4.3	**	**	4.3
Standard deviation		.81	.80	**	**	.83	**	**	.77
Standard error		.05	.06	**	**	.05	**	**	.06

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 62

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC News site/ app at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			~a	b	c	a	b	~a	~b	~c	~d	e	f	~a	b	c
Unweighted total		498	76	110	312	262	236	41	35	63	47	158	154	12	149	334
Effective Weighted Sample		429	67	95	268	225	204	37	30	54	41	135	133	11	130	287
Total		547	94	110	344	291	256	52	42	63	46	176	168	16	164	366
1 star	(1.0)	9	**	1	6	5	4	**	**	**	**	3	3	**	3	7
		2%	**	1%	2%	2%	2%	**	**	**	**	2%	2%	**	2%	2%
2 stars	(2.0)	18	**	6	10	8	9	**	**	**	**	4	6	**	7	10
		3%	**	5%	3%	3%	4%	**	**	**	**	2%	3%	**	4%	3%
3 stars	(3.0)	110	**	19	80	63	47	**	**	**	**	49	31	**	23	85
		20%	**	18%	23%	22%	18%	**	**	**	**	28%	19%	**	14%	23% b
4 stars	(4.0)	204	**	38	130	108	96	**	**	**	**	67	63	**	61	140
		37%	**	34%	38%	37%	37%	**	**	**	**	38%	38%	**	37%	38%
5 stars	(5.0)	207	**	46	118	107	100	**	**	**	**	53	65	**	70	125
		38%	**	42%	34%	37%	39%	**	**	**	**	30%	39%	**	43%	34%
RATING OF 4-5 OUT OF 5		410	**	84	249	215	196	**	**	**	**	120	129	**	131	265
		75%	**	76%	72%	74%	76%	**	**	**	**	68%	76%	**	80%	72%
Mean score		4.1	**	4.1	4.0	4.0	4.1	**	**	**	**	3.9	4.1	**	4.2	4.0
Standard deviation		.93	**	.93	.92	.92	.93	**	**	**	**	.90	.93	**	.92	.92
Standard error		.04	**	.09	.05	.06	.06	**	**	**	**	.07	.07	**	.08	.05

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 62

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC News site/ app at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	b	~c	~d	a	b	c	~d	e	~f
Unweighted total		498	360	58	48	32	243	106	87	61	375	203	498	83	498	-
Effective Weighted Sample		429	340	57	48	31	211	91	74	52	325	176	429	71	429	-
Total		547	471	39	18	19	268	117	96	67	420	227	547	98	547	-
1 star	(1.0)	9	8	**	**	**	2	2	**	**	7	4	9	**	9	**
		2%	2%	**	**	**	1%	2%	**	**	2%	2%	2%	**	2%	**
2 stars	(2.0)	18	16	**	**	**	7	5	**	**	10	4	18	**	18	**
		3%	3%	**	**	**	3%	4%	**	**	2%	2%	3%	**	3%	**
3 stars	(3.0)	110	88	**	**	**	48	28	**	**	73	31	110	**	110	**
		20%	19%	**	**	**	18%	24%	**	**	17%	13%	20%	**	20%	**
4 stars	(4.0)	204	177	**	**	**	97	46	**	**	158	86	204	**	204	**
		37%	37%	**	**	**	36%	40%	**	**	38%	38%	37%	**	37%	**
5 stars	(5.0)	207	183	**	**	**	113	36	**	**	173	103	207	**	207	**
		38%	39%	**	**	**	42%	31%	**	**	41%	45%	38%	**	38%	**
RATING OF 4-5 OUT OF 5		410	360	**	**	**	210	82	**	**	331	189	410	**	410	**
		75%	76%	**	**	**	79%	70%	**	**	79%	83% ce	75%	**	75%	**
Mean score		4.1	4.1	**	**	**	4.2 b	3.9	**	**	4.1	4.2 ce	4.1	**	4.1	**
Standard deviation		.93	.93	**	**	**	.87	.92	**	**	.90	.87	.93	**	.93	**
Standard error		.04	.05	**	**	**	.06	.09	**	**	.05	.06	.04	**	.04	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 62

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC News site/ app at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
			a	b	c	d	a	b	c	d	a	~b	a	~b	~c
Significance Level: 95%															
Unweighted total		498	130	143	188	310	109	319	329	169	388	84	398	90	10
Effective Weighted Sample		429	113	123	162	267	95	279	288	141	336	69	344	76	9
Total		547	154	165	218	330	126	366	376	171	435	83	447	91	9
1 star	(1.0)	9	3	2	4	5	1	6	6	3	5	**	5	**	**
		2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	**	1%	**	**
2 stars	(2.0)	18	2	4	4	13	4	9	10	7	15	**	7	**	**
		3%	1%	3%	2%	4%	3%	2%	3%	4%	4%	**	2%	**	**
3 stars	(3.0)	110	14	13	23	87	16	49	50	60	84	**	72	**	**
		20%	9%	8%	10%	27% abc	13%	13%	13%	35% abc	19%	**	16%	**	**
4 stars	(4.0)	204	54	58	77	127	35	141	145	59	153	**	168	**	**
		37%	35%	35%	35%	38%	28%	39%	39%	34%	35%	**	38%	**	**
5 stars	(5.0)	207	82	87	110	97	70	161	165	42	178	**	196	**	**
		38%	53% d	53% d	51% d	29%	55% d	44% d	44% d	24% d	41%	**	44%	**	**
RATING OF 4-5 OUT OF 5		410	135	145	187	223	105	302	310	100	331	**	363	**	**
		75%	88% d	88% d	86% d	68%	83% d	82% d	82% d	59%	76%	**	81%	**	**
Mean score		4.1	4.4 d	4.4 d	4.3 d	3.9	4.3 d	4.2 d	4.2 d	3.8	4.1	**	4.2	**	**
Standard deviation		.93	.86	.84	.87	.93	.89	.88	.89	.93	.91	**	.84	**	**
Standard error		.04	.08	.07	.06	.05	.09	.05	.05	.07	.05	**	.04	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 62

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20A. Please give a star rating to show how much you think they like the BBC News site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC News site/ app at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	a	b
Unweighted total		498	379	69	50	401	96	134	337
Effective Weighted Sample		429	328	58	43	342	87	115	290
Total		547	426	66	55	427	119	143	370
1 star	(1.0)	9	5	**	**	8	**	1	8
		2%	1%	**	**	2%	**	1%	2%
2 stars	(2.0)	18	11	**	**	13	**	6	9
		3%	3%	**	**	3%	**	4%	2%
3 stars	(3.0)	110	65	**	**	94	**	29	75
		20%	15%	**	**	22%	**	20%	20%
4 stars	(4.0)	204	156	**	**	147	**	54	135
		37%	37%	**	**	34%	**	38%	37%
5 stars	(5.0)	207	189	**	**	165	**	52	143
		38%	44%	**	**	39%	**	37%	39%
RATING OF 4-5 OUT OF 5		410	346	**	**	312	**	107	278
		75%	81%	**	**	73%	**	74%	75%
Mean score		4.1	4.2	**	**	4.0	**	4.0	4.1
Standard deviation		.93	.87	**	**	.95	**	.91	.94
Standard error		.04	.04	**	**	.05	**	.08	.05

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 63

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Sport site/ app at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			~a	b	c	a	b	~a	~b	~c	~d	e	~f	~a	b	c
Unweighted total		444	66	115	263	305	139	35	31	90	25	180	83	13	140	290
Effective Weighted Sample		380	58	94	231	258	122	31	27	74	21	155	76	11	116	252
Total		478	83	101	294	317	161	45	38	78	23	195	99	15	144	318
1 star	(1.0)	2	**	-	-	1	1	**	**	**	**	-	**	**	1	-
		*%	**	-%	-%	*%	*%	**	**	**	**	-%	**	**	1%	-%
2 stars	(2.0)	14	**	2	9	7	6	**	**	**	**	5	**	**	2	11
		3%	**	2%	3%	2%	4%	**	**	**	**	3%	**	**	2%	4%
3 stars	(3.0)	69	**	16	44	50	19	**	**	**	**	32	**	**	21	48
		14%	**	16%	15%	16%	12%	**	**	**	**	17%	**	**	15%	15%
4 stars	(4.0)	166	**	32	109	108	59	**	**	**	**	72	**	**	42	120
		35%	**	32%	37%	34%	36%	**	**	**	**	37%	**	**	29%	38%
5 stars	(5.0)	227	**	51	132	151	77	**	**	**	**	86	**	**	77	139
		48%	**	50%	45%	48%	48%	**	**	**	**	44%	**	**	53%	44%
RATING OF 4-5 OUT OF 5		394	**	83	241	259	135	**	**	**	**	157	**	**	119	259
		82%	**	82%	82%	81%	84%	**	**	**	**	81%	**	**	83%	81%
Mean score		4.3	**	4.3	4.2	4.3	4.3	**	**	**	**	4.2	**	**	4.3	4.2
Standard deviation		.84	**	.82	.81	.83	.84	**	**	**	**	.81	**	**	.85	.83
Standard error		.04	**	.08	.05	.05	.07	**	**	**	**	.06	**	**	.07	.05

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 63

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Sport site/ app at least weekly

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	~b	~c	~d	a	b	c	~d	e	~f
Unweighted total		444	314	55	48	27	214	92	88	49	312	164	444	77	444	
Effective Weighted Sample		380	297	54	48	27	188	77	74	41	270	142	380	66	380	-
Total		478	408	37	17	16	240	95	92	50	348	185	478	88	478	-
1 star	(1.0)	2	1	**	**	**	2	**	**	**	2	-	2	**	2	**
		%	%	**	**	**	1%	**	**	**	1%	-%	%	**	%	**
2 stars	(2.0)	14	13	**	**	**	5	**	**	**	10	2	14	**	14	**
		3%	3%	**	**	**	2%	**	**	**	3%	1%	3%	**	3%	**
3 stars	(3.0)	69	58	**	**	**	37	**	**	**	49	18	69	**	69	**
		14%	14%	**	**	**	16%	**	**	**	14%	10%	14%	**	14%	**
4 stars	(4.0)	166	141	**	**	**	77	**	**	**	112	61	166	**	166	**
		35%	35%	**	**	**	32%	**	**	**	32%	33%	35%	**	35%	**
5 stars	(5.0)	227	195	**	**	**	119	**	**	**	176	103	227	**	227	**
		48%	48%	**	**	**	49%	**	**	**	50%	56%	48%	**	48%	**
RATING OF 4-5 OUT OF 5		394	336	**	**	**	196	**	**	**	287	164	394	**	394	**
		82%	82%	**	**	**	81%	**	**	**	83%	89%	82%	**	82%	**
Mean score		4.3	4.3	**	**	**	4.3	**	**	**	4.3	4.4	4.3	**	4.3	**
											ce					
Standard deviation		.84	.84	**	**	**	.86	**	**	**	.85	.72	.84	**	.84	**
Standard error		.04	.05	**	**	**	.06	**	**	**	.05	.06	.04	**	.04	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 63

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Sport site/ app at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	~b	a	~b	~c
Unweighted total		444	124	132	180	264	103	258	265	179	336	94	344	88	12
Effective Weighted Sample		380	107	114	155	226	90	223	230	151	287	81	297	74	10
Total		478	148	154	209	269	118	293	301	177	365	96	379	88	11
1 star	(1.0)	2	-	-	-	2	-	2	2	-	1	**	1	**	**
		*%	-%	-%	-%	1%	-%	1%	1%	-%	*%	**	*%	**	**
2 stars	(2.0)	14	5	5	6	7	7	7	8	5	10	**	8	**	**
		3%	3%	3%	3%	3%	6%	2%	3%	3%	3%	**	2%	**	**
3 stars	(3.0)	69	17	21	26	44	13	43	43	26	49	**	45	**	**
		14%	11%	14%	12%	16%	11%	15%	14%	15%	14%	**	12%	**	**
4 stars	(4.0)	166	39	43	59	108	38	97	101	66	129	**	128	**	**
		35%	26%	28%	28%	40% abc	32%	33%	33%	37%	35%	**	34%	**	**
5 stars	(5.0)	227	87	86	119	109	61	144	147	80	176	**	198	**	**
		48%	59% d	55% d	57% d	40%	51%	49%	49%	45%	48%	**	52%	**	**
RATING OF 4-5 OUT OF 5		394	126	128	178	216	98	241	248	146	305	**	326	**	**
		82%	85%	83%	85%	80%	83%	82%	82%	82%	84%	**	86%	**	**
Mean score		4.3	4.4 d	4.4 d	4.4 d	4.2	4.3	4.3	4.3	4.2	4.3	**	4.4	**	**
Standard deviation		.84	.81	.83	.81	.84	.88	.85	.85	.81	.81	**	.78	**	**
Standard error		.04	.07	.07	.06	.05	.09	.05	.05	.06	.04	**	.04	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20B. Please give a star rating to show how much you think they like the BBC Sport site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Sport site/ app at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	~a	b
Unweighted total		444	328	66	50	378	62	98	325
Effective Weighted Sample		380	282	56	42	323	55	86	276
Total		478	362	64	52	400	75	111	349
1 star	(1.0)	2	-	**	**	1	**	**	-
		*%	-%	**	**	*%	**	**	-%
2 stars	(2.0)	14	6	**	**	12	**	**	7
		3%	2%	**	**	3%	**	**	2%
3 stars	(3.0)	69	53	**	**	58	**	**	55
		14%	15%	**	**	15%	**	**	16%
4 stars	(4.0)	166	115	**	**	140	**	**	121
		35%	32%	**	**	35%	**	**	35%
5 stars	(5.0)	227	188	**	**	189	**	**	165
		48%	52%	**	**	47%	**	**	47%
RATING OF 4-5 OUT OF 5		394	303	**	**	329	**	**	287
		82%	84%	**	**	82%	**	**	82%
Mean score		4.3	4.3	**	**	4.3	**	**	4.3
Standard deviation		.84	.79	**	**	.83	**	**	.80
Standard error		.04	.04	**	**	.04	**	**	.04

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 64

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Bitesize site/ app at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total		676	121	251	304	331	345	57	64	137	114	137	167	16	320	336
Effective Weighted Sample		577	107	213	264	279	298	51	55	115	99	118	146	14	269	292
Total		716	149	225	342	343	372	72	77	117	107	154	188	19	320	373
1 star	(1.0)	6	1	2	2	2	3	**	**	*	2	2	-	**	4	2
		1%	1%	1%	1%	1%	1%	**	**	*%	2%	1%	-%	**	1%	1%
2 stars	(2.0)	30	4	13	13	16	14	**	**	9	4	4	8	**	15	15
		4%	3%	6%	4%	5%	4%	**	**	7%	4%	3%	4%	**	5%	4%
3 stars	(3.0)	156	33	57	67	73	84	**	**	27	30	34	32	**	74	75
		22%	22%	25%	20%	21%	22%	**	**	23%	28% f	22%	17%	**	23%	20%
4 stars	(4.0)	278	55	89	135	135	144	**	**	50	39	59	76	**	123	150
		39%	37%	40%	39%	39%	39%	**	**	42%	37%	38%	40%	**	39%	40%
5 stars	(5.0)	245	56	63	126	118	128	**	**	32	32	54	72	**	104	132
		34%	38%	28%	37% b	34%	34%	**	**	27%	29%	35%	38%	**	32%	35%
RATING OF 4-5 OUT OF 5		524	111	152	260	253	271	**	**	81	71	113	147	**	227	282
		73%	74%	68%	76% b	74%	73%	**	**	69%	66%	73%	78% d	**	71%	75%
Mean score		4.0	4.1	3.9	4.1 b	4.0	4.0	**	**	3.9	3.9	4.0	4.1 cd	**	4.0	4.1
Standard deviation		.90	.89	.92	.87	.90	.89	**	**	.90	.95	.90	.85	**	.92	.87
Standard error		.03	.08	.06	.05	.05	.05	**	**	.08	.09	.08	.07	**	.05	.05

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 64

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Bitesize site/ app at least weekly

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	b	c	d	a	b	c	~d	e	~f
Unweighted total		676	489	70	76	41	265	173	132	106	469	186	676	73	676	-
Effective Weighted Sample		577	458	69	76	40	229	147	110	92	403	161	577	62	577	-
Total		716	617	47	27	24	285	182	143	106	506	211	716	84	716	-
1 star	(1.0)	6 1%	4 1%	** **	** **	** **	1 *%	* *%	4 3% a	* *%	4 1%	1 1%	6 1%	** **	6 1%	** **
2 stars	(2.0)	30 4%	27 4%	** **	** **	** **	11 4%	6 3%	5 4%	8 7%	18 4%	7 4%	30 4%	** **	30 4%	** **
3 stars	(3.0)	156 22%	132 21%	** **	** **	** **	42 15%	51 28% a	31 22%	33 31% a	102 20%	31 15%	156 22% b	** **	156 22% b	** **
4 stars	(4.0)	278 39%	242 39%	** **	** **	** **	110 39%	80 44% d	55 39%	33 31%	196 39%	81 39%	278 39%	** **	278 39%	** **
5 stars	(5.0)	245 34%	212 34%	** **	** **	** **	122 43% bd	44 24%	47 33%	32 30%	186 37%	90 43%	245 34%	** **	245 34%	** **
RATING OF 4-5 OUT OF 5		524 73%	454 74%	** **	** **	** **	232 81% bcd	125 69%	102 72%	65 62%	382 76%	171 81% ce	524 73%	** **	524 73%	** **
Mean score		4.0	4.0	**	**	**	4.2 bcd	3.9	3.9	3.8	4.1	4.2 ce	4.0	**	4.0	**
Standard deviation		.90	.89	**	**	**	.84	.81	.99	.96	.88	.86	.90	**	.90	**
Standard error		.03	.04	**	**	**	.05	.06	.09	.09	.04	.06	.03	**	.03	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 64

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Bitesize site/ app at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	~b	a	b	~c
Unweighted total		676	191	218	295	381	154	366	373	303	636	28	483	161	32
Effective Weighted Sample		577	161	186	250	327	132	312	319	259	543	24	416	136	26
Total		716	207	238	319	396	170	398	405	310	670	31	530	155	31
1 star	(1.0)	6	1	2	3	3	1	1	1	5	4	**	2	4	**
		1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	**	1%	3%	**
2 stars	(2.0)	30	8	7	12	18	4	14	15	15	28	**	17	9	**
		4%	4%	3%	4%	5%	2%	4%	4%	5%	4%	**	3%	6%	**
3 stars	(3.0)	156	38	29	53	104	32	72	74	82	140	**	84	60	**
		22%	19%	12%	16%	26% bc	19%	18%	18%	26% bc	21%	**	16%	39% a	**
4 stars	(4.0)	278	70	93	120	158	60	156	159	120	264	**	210	60	**
		39%	34%	39%	38%	40%	35%	39%	39%	39%	39%	**	40%	39%	**
5 stars	(5.0)	245	90	107	132	114	73	155	156	89	234	**	217	22	**
		34%	43% d	45% d	41% d	29%	43% d	39% d	38% d	29%	35%	**	41% b	14%	**
RATING OF 4-5 OUT OF 5		524	159	200	252	272	134	311	315	209	498	**	427	82	**
		73%	77% d	84% d	79% d	69%	78% d	78% d	78% d	67%	74%	**	81% b	53%	**
Mean score		4.0	4.1 d	4.2 d	4.1 d	3.9	4.2 d	4.1 d	4.1 d	3.9	4.0	**	4.2 b	3.6	**
Standard deviation		.90	.90	.83	.89	.89	.84	.85	.85	.93	.88	**	.83	.90	**
Standard error		.03	.07	.06	.05	.05	.07	.04	.04	.05	.04	**	.04	.07	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 64

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20C. Please give a star rating to show how much you think they like the BBC Bitesize site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Bitesize site/ app at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	~c	a	b	a	b
Unweighted total		676	452	127	97	557	118	170	476
Effective Weighted Sample		577	390	105	83	472	106	146	404
Total		716	494	117	105	567	148	184	496
1 star	(1.0)	6	4	1	**	6	-	1	5
		1%	1%	1%	**	1%	-%	1%	1%
2 stars	(2.0)	30	18	8	**	23	7	11	18
		4%	4%	7%	**	4%	4%	6%	4%
3 stars	(3.0)	156	89	39	**	130	25	32	117
		22%	18%	33%	**	23%	17%	17%	24%
4 stars	(4.0)	278	180	49	**	217	61	70	189
		39%	37%	42%	**	38%	41%	38%	38%
5 stars	(5.0)	245	203	20	**	190	55	70	167
		34%	41%	17%	**	34%	37%	38%	34%
RATING OF 4-5 OUT OF 5		524	383	69	**	407	116	140	357
		73%	78%	59%	**	72%	79%	76%	72%
Mean score		4.0	4.1	3.7	**	4.0	4.1	4.1	4.0
Standard deviation		.90	.89	.87	**	.91	.84	.92	.90
Standard error		.03	.04	.08	**	.04	.08	.07	.04
Columns Tested: a,b,c - a,b - a,b									

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 65

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Newsround site at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
			~a	b	c	a	b	~a	~b	c	~d	~e	~f	~a	b	c
Significance Level: 95%																
Unweighted total		377	46	201	130	193	184	25	21	108	93	60	70	7	223	147
Effective Weighted Sample		317	41	170	112	162	155	22	18	92	79	51	61	6	187	127
Total		382	56	176	150	193	189	30	25	95	81	67	83	9	205	168
1 star	(1.0)	4	**	4	-	2	2	**	**	2	**	**	**	**	4	-
		1%	**	2%	-%	1%	1%	**	**	2%	**	**	**	**	2%	-%
2 stars	(2.0)	17	**	5	9	12	5	**	**	3	**	**	**	**	7	9
		4%	**	3%	6%	6%	3%	**	**	3%	**	**	**	**	4%	6%
3 stars	(3.0)	66	**	31	27	28	39	**	**	10	**	**	**	**	33	31
		17%	**	18%	18%	14%	20%	**	**	10%	**	**	**	**	16%	19%
4 stars	(4.0)	143	**	69	53	72	71	**	**	42	**	**	**	**	73	67
		37%	**	39%	36%	37%	37%	**	**	44%	**	**	**	**	36%	40%
5 stars	(5.0)	152	**	67	60	80	73	**	**	38	**	**	**	**	88	60
		40%	**	38%	40%	41%	38%	**	**	40%	**	**	**	**	43%	36%
RATING OF 4-5 OUT OF 5		295	**	136	113	152	143	**	**	81	**	**	**	**	161	128
		77%	**	77%	76%	79%	76%	**	**	85%	**	**	**	**	78%	76%
Mean score		4.1	**	4.1	4.1	4.1	4.1	**	**	4.2	**	**	**	**	4.1	4.1
Standard deviation		.91	**	.93	.91	.93	.90	**	**	.88	**	**	**	**	.95	.88
Standard error		.05	**	.07	.08	.07	.07	**	**	.08	**	**	**	**	.06	.07

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 65

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Newsround site at least weekly

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	~b	~c	~d	a	b	c	~d	e	~f
Unweighted total		377	261	61	39	16	160	82	67	67	262	126	377	56	377	-
Effective Weighted Sample		317	242	60	39	16	138	69	54	57	223	107	317	47	317	-
Total		382	321	38	14	9	173	80	63	65	281	139	382	64	382	-
1 star	(1.0)	4	3	**	**	**	1	**	**	**	1	-	4	**	4	**
		1%	1%	**	**	**	1%	**	**	**	1%	0%	1%	**	1%	**
2 stars	(2.0)	17	13	**	**	**	4	**	**	**	13	6	17	**	17	**
		4%	4%	**	**	**	2%	**	**	**	5%	4%	4%	**	4%	**
3 stars	(3.0)	66	55	**	**	**	27	**	**	**	46	15	66	**	66	**
		17%	17%	**	**	**	16%	**	**	**	16%	11%	17%	**	17%	**
4 stars	(4.0)	143	124	**	**	**	70	**	**	**	99	52	143	**	143	**
		37%	38%	**	**	**	41%	**	**	**	35%	38%	37%	**	37%	**
5 stars	(5.0)	152	126	**	**	**	71	**	**	**	122	65	152	**	152	**
		40%	39%	**	**	**	41%	**	**	**	44%	47%	40%	**	40%	**
RATING OF 4-5 OUT OF 5		295	249	**	**	**	141	**	**	**	221	117	295	**	295	**
		77%	78%	**	**	**	82%	**	**	**	79%	85%	77%	**	77%	**
Mean score		4.1	4.1	**	**	**	4.2	**	**	**	4.2	4.3	4.1	**	4.1	**
Standard deviation		.91	.90	**	**	**	.81	**	**	**	.88	.82	.91	**	.91	**
Standard error		.05	.06	**	**	**	.06	**	**	**	.05	.07	.05	**	.05	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 65

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Newsround site at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	a	b	c	~d	a	~b	a	~b	~c
Unweighted total		377	108	147	186	191	377	347	377	-	298	59	287	79	11
Effective Weighted Sample		317	93	124	158	161	317	291	317	-	249	51	244	66	9
Total		382	120	159	201	181	382	355	382	-	305	56	304	68	10
1 star	(1.0)	4	-	-	-	4	4	4	4	**	4	**	-	**	**
		1%	-%	-%	-%	2%	1%	1%	1%	**	1%	**	-%	**	**
2 stars	(2.0)	17	5	7	9	8	17	14	17	**	13	**	12	**	**
		4%	4%	4%	4%	4%	4%	4%	4%	**	4%	**	4%	**	**
3 stars	(3.0)	66	19	20	30	37	66	54	66	**	53	**	37	**	**
		17%	16%	13%	15%	20%	17%	15%	17%	**	17%	**	12%	**	**
4 stars	(4.0)	143	37	53	69	73	143	135	143	**	114	**	117	**	**
		37%	31%	33%	34%	41%	37%	38%	37%	**	37%	**	38%	**	**
5 stars	(5.0)	152	58	79	93	59	152	147	152	**	120	**	138	**	**
		40%	49%	50%	46%	33%	40%	42%	40%	**	39%	**	46%	**	**
			d	d	d										
RATING OF 4-5 OUT OF 5		295	95	132	163	132	295	282	295	**	234	**	255	**	**
		77%	80%	83%	81%	73%	77%	80%	77%	**	77%	**	84%	**	**
Mean score		4.1	4.2	4.3	4.2	4.0	4.1	4.1	4.1	**	4.1	**	4.3	**	**
			d	d	d										
Standard deviation		.91	.88	.85	.86	.95	.91	.90	.91	**	.93	**	.82	**	**
Standard error		.05	.08	.07	.06	.07	.05	.05	.05	**	.05	**	.05	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 65

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20D. Please give a star rating to show how much you think they like the BBC Newsround site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Newsround site at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	a	b
Unweighted total		377	261	63	53	314	61	106	263
Effective Weighted Sample		317	221	52	46	263	56	87	224
Total		382	276	54	52	300	80	101	273
1 star	(1.0)	4	1	**	**	4	**	-	4
		1%	*%	**	**	1%	**	-%	1%
2 stars	(2.0)	17	13	**	**	13	**	8	8
		4%	5%	**	**	4%	**	8%	3%
3 stars	(3.0)	66	37	**	**	48	**	22	44
		17%	13%	**	**	16%	**	22%	16%
4 stars	(4.0)	143	101	**	**	107	**	31	108
		37%	37%	**	**	36%	**	31%	40%
5 stars	(5.0)	152	125	**	**	128	**	40	109
		40%	45%	**	**	43%	**	40%	40%
RATING OF 4-5 OUT OF 5		295	226	**	**	235	**	71	217
		77%	82%	**	**	78%	**	70%	80%
Mean score		4.1	4.2	**	**	4.1	**	4.0	4.1
Standard deviation		.91	.86	**	**	.93	**	.97	.89
Standard error		.05	.05	**	**	.05	**	.09	.05

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 66

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBeebies site/ app at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	~c	a	b	a	b	~c	~d	~e	~f	a	b	c
Unweighted total		620	379	147	94	299	321	184	195	65	82	50	44	125	385	106
Effective Weighted Sample		526	325	123	81	250	276	157	168	53	69	42	39	106	328	91
Total		659	412	134	113	317	342	199	212	57	77	60	53	121	411	124
1 star	(1.0)	3	-	2	**	2	1	-	-	**	**	**	**	-	2	1
		*%	-%	1%	**	1%	*%	-%	-%	**	**	**	**	-%	*%	1%
				a												
2 stars	(2.0)	23	12	7	**	12	11	9	3	**	**	**	**	3	14	5
		3%	3%	5%	**	4%	3%	4%	1%	**	**	**	**	3%	3%	4%
3 stars	(3.0)	90	58	21	**	39	51	24	34	**	**	**	**	19	56	14
		14%	14%	16%	**	12%	15%	12%	16%	**	**	**	**	16%	14%	11%
4 stars	(4.0)	230	153	43	**	111	119	78	75	**	**	**	**	41	154	35
		35%	37%	32%	**	35%	35%	39%	35%	**	**	**	**	34%	37%	28%
5 stars	(5.0)	313	189	61	**	153	159	89	100	**	**	**	**	57	186	68
		47%	46%	46%	**	48%	47%	44%	47%	**	**	**	**	47%	45%	55%
RATING OF 4-5 OUT OF 5		543	342	104	**	264	279	167	175	**	**	**	**	98	339	103
		82%	83%	78%	**	83%	82%	84%	83%	**	**	**	**	81%	82%	83%
Mean score		4.3	4.3	4.2	**	4.3	4.2	4.2	4.3	**	**	**	**	4.3	4.2	4.3
Standard deviation		.85	.80	.96	**	.85	.85	.83	.78	**	**	**	**	.82	.84	.92
Standard error		.03	.04	.08	**	.05	.05	.06	.06	**	**	**	**	.07	.04	.09

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 66

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBeebies site/ app at least weekly

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	b	c	d	a	b	c	~d	e	~f
Unweighted total		620	435	60	86	39	223	138	129	125	538	143	620	72	620	-
Effective Weighted Sample		526	413	59	86	39	192	118	104	108	459	122	526	62	526	-
Total		659	566	39	32	22	243	147	127	135	573	156	659	87	659	-
1 star	(1.0)	3	3	**	**	**	-	1	-	2	1	1	3	**	3	**
		*%	1%	**	**	**	-%	1%	-%	1%	*%	1%	*%	**	*%	**
2 stars	(2.0)	23	18	**	**	**	12	2	1	7	20	5	23	**	23	**
		3%	3%	**	**	**	5%	1%	1%	5%	3%	3%	3%	**	3%	**
3 stars	(3.0)	90	72	**	**	**	35	21	16	17	73	15	90	**	90	**
		14%	13%	**	**	**	14%	15%	13%	13%	13%	10%	14%	**	14%	**
4 stars	(4.0)	230	202	**	**	**	82	58	41	47	195	53	230	**	230	**
		35%	36%	**	**	**	34%	40%	32%	35%	34%	34%	35%	**	35%	**
5 stars	(5.0)	313	270	**	**	**	115	64	69	62	283	82	313	**	313	**
		47%	48%	**	**	**	47%	43%	54%	46%	49%	52%	47%	**	47%	**
RATING OF 4-5 OUT OF 5		543	472	**	**	**	196	122	110	109	478	134	543	**	543	**
		82%	83%	**	**	**	81%	83%	86%	81%	83%	86%	82%	**	82%	**
Mean score		4.3	4.3	**	**	**	4.2	4.2	4.4	4.2	4.3	4.3	4.3	**	4.3	**
Standard deviation		.85	.84	**	**	**	.88	.82	.74	.94	.84	.85	.85	**	.85	**
Standard error		.03	.04	**	**	**	.06	.07	.07	.08	.04	.07	.03	**	.03	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 66

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBeebies site/ app at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	d	~a	b	c	d	a	b	a	b	~c
Unweighted total		620	442	228	492	128	88	271	275	345	312	203	463	123	34
Effective Weighted Sample		526	376	192	419	107	76	234	237	290	265	174	393	104	28
Total		659	469	240	523	135	103	310	313	346	345	212	494	129	36
1 star	(1.0)	3	-	1	1	2	**	3	3	-	3	-	1	-	**
		*%	-%	1%	*%	1%	**	1%	1%	-%	1%	-%	*%	-%	**
						a									
2 stars	(2.0)	23	7	9	12	11	**	11	11	12	10	11	13	8	**
		3%	1%	4%	2%	8%	**	4%	4%	3%	3%	5%	3%	6%	**
						ac									
3 stars	(3.0)	90	52	31	63	26	**	30	30	59	36	39	51	28	**
		14%	11%	13%	12%	19%	**	10%	10%	17%	10%	18%	10%	22%	**
						a				bc		a		a	
4 stars	(4.0)	230	157	70	175	56	**	104	106	125	113	86	171	49	**
		35%	33%	29%	33%	41%	**	34%	34%	36%	33%	41%	35%	38%	**
						b									
5 stars	(5.0)	313	254	129	272	41	**	161	162	150	184	77	257	44	**
		47%	54%	54%	52%	30%	**	52%	52%	43%	53%	36%	52%	34%	**
			d	d	d						b		b		
RATING OF 4-5 OUT OF 5		543	411	199	447	97	**	265	268	275	296	163	429	93	**
		82%	88%	83%	85%	71%	**	86%	86%	80%	86%	77%	87%	72%	**
			d	d	d						b		b		
Mean score		4.3	4.4	4.3	4.3	3.9	**	4.3	4.3	4.2	4.3	4.1	4.4	4.0	**
			d	d	d						b		b		
Standard deviation		.85	.74	.88	.80	.96	**	.87	.86	.84	.84	.86	.79	.90	**
Standard error		.03	.04	.06	.04	.09	**	.05	.05	.05	.05	.06	.04	.08	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20E. Please give a star rating to show how much you think they like the CBeebies site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBeebies site/ app at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	b	~c	a	~b	a	b
Significance Level: 95%									
Unweighted total		620	410	131	79	527	87	144	430
Effective Weighted Sample		526	348	109	70	446	75	123	365
Total		659	441	130	88	549	103	146	462
1 star	(1.0)	3	-	3	**	3	**	-	3
		*%	-%	2%	**	1%	**	-%	1%
2 stars	(2.0)	23	13	7	**	19	**	7	15
		3%	3%	5%	**	4%	**	5%	3%
3 stars	(3.0)	90	45	29	**	75	**	19	65
		14%	10%	22%	**	14%	**	13%	14%
4 stars	(4.0)	230	149	55	**	193	**	49	165
		35%	34%	42%	**	35%	**	34%	36%
5 stars	(5.0)	313	234	37	**	258	**	71	214
		47%	53%	28%	**	47%	**	49%	46%
RATING OF 4-5 OUT OF 5		543	383	92	**	451	**	120	379
		82%	87%	70%	**	82%	**	83%	82%
Mean score		4.3	4.4	3.9	**	4.2	**	4.3	4.2
Standard deviation		.85	.78	.96	**	.86	**	.86	.86
Standard error		.03	.04	.08	**	.04	**	.07	.04

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 67

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBBC site at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%			a	b	c	a	b	~a	~b	~c	~d	~e	~f	~a	b	c
Unweighted total		431	141	178	112	209	222	70	71	95	83	44	68	27	268	135
Effective Weighted Sample		363	119	153	98	176	188	60	58	80	72	37	60	20	227	117
Total		453	158	161	134	221	232	82	76	87	74	52	82	25	272	155
1 star	(1.0)	1	-	-	1	-	1	**	**	**	**	**	**	**	-	1
		*%	-%	-%	1%	-%	1%	**	**	**	**	**	**	**	-%	1%
2 stars	(2.0)	18	8	2	7	5	13	**	**	**	**	**	**	**	9	7
		4%	5%	1%	6%	2%	5%	**	**	**	**	**	**	**	3%	5%
3 stars	(3.0)	72	24	32	16	33	39	**	**	**	**	**	**	**	49	21
		16%	15%	20%	12%	15%	17%	**	**	**	**	**	**	**	18%	14%
4 stars	(4.0)	180	60	64	56	93	87	**	**	**	**	**	**	**	106	63
		40%	38%	40%	41%	42%	37%	**	**	**	**	**	**	**	39%	41%
5 stars	(5.0)	182	66	63	53	89	93	**	**	**	**	**	**	**	109	62
		40%	42%	39%	40%	40%	40%	**	**	**	**	**	**	**	40%	40%
RATING OF 4-5 OUT OF 5		362	126	127	109	183	179	**	**	**	**	**	**	**	214	125
		80%	80%	79%	81%	83%	77%	**	**	**	**	**	**	**	79%	81%
Mean score		4.2	4.2	4.2	4.1	4.2	4.1	**	**	**	**	**	**	**	4.2	4.1
Standard deviation		.85	.87	.79	.90	.78	.91	**	**	**	**	**	**	**	.83	.89
Standard error		.04	.07	.06	.09	.05	.06	**	**	**	**	**	**	**	.05	.08

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 67

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBBC site at least weekly

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	a	~b	~c	~d	a	b	c	~d	e	~f
Unweighted total		431	306	51	49	25	164	82	88	96	378	139	431	66	431	-
Effective Weighted Sample		363	284	50	49	25	141	70	71	81	318	117	363	57	363	-
Total		453	387	34	18	14	182	86	87	97	399	149	453	80	453	-
1 star	(1.0)	1	1	**	**	**	-	**	**	**	1	-	1	**	1	**
		*%	*%	**	**	**	-%	**	**	**	*%	-%	*%	**	*%	**
2 stars	(2.0)	18	15	**	**	**	6	**	**	**	16	4	18	**	18	**
		4%	4%	**	**	**	3%	**	**	**	4%	3%	4%	**	4%	**
3 stars	(3.0)	72	56	**	**	**	28	**	**	**	57	19	72	**	72	**
		16%	15%	**	**	**	15%	**	**	**	14%	13%	16%	**	16%	**
4 stars	(4.0)	180	160	**	**	**	71	**	**	**	157	64	180	**	180	**
		40%	41%	**	**	**	39%	**	**	**	39%	43%	40%	**	40%	**
5 stars	(5.0)	182	154	**	**	**	77	**	**	**	168	61	182	**	182	**
		40%	40%	**	**	**	42%	**	**	**	42%	41%	40%	**	40%	**
RATING OF 4-5 OUT OF 5		362	314	**	**	**	148	**	**	**	325	125	362	**	362	**
		80%	81%	**	**	**	81%	**	**	**	81%	84%	80%	**	80%	**
Mean score		4.2	4.2	**	**	**	4.2	**	**	**	4.2	4.2	4.2	**	4.2	**
Standard deviation		.85	.84	**	**	**	.82	**	**	**	.85	.78	.85	**	.85	**
Standard error		.04	.05	**	**	**	.06	**	**	**	.04	.07	.04	**	.04	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 67

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBBC site at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			a	b	c	~d	a	b	c	d	a	~b	a	~b	~c
Unweighted total		431	214	280	334	97	116	309	313	118	333	64	341	75	15
Effective Weighted Sample		363	182	233	281	83	99	261	265	99	283	55	289	63	12
Total		453	231	293	353	100	131	334	338	115	356	65	362	78	13
1 star	(1.0)	1	1	1	1	**	-	-	-	1	-	**	-	**	**
		*%	1%	*%	*%	**	-%	-%	-%	1%	-%	**	-%	**	**
2 stars	(2.0)	18	12	9	15	**	2	9	9	8	11	**	9	**	**
		4%	5%	3%	4%	**	1%	3%	3%	7% a	3%	**	2%	**	**
3 stars	(3.0)	72	20	33	44	**	12	45	45	27	53	**	37	**	**
		16%	9%	11%	12%	**	10%	14%	13%	23% abc	15%	**	10%	**	**
4 stars	(4.0)	180	77	112	132	**	57	132	135	44	137	**	148	**	**
		40%	33%	38%	37%	**	43%	40%	40%	39%	39%	**	41%	**	**
5 stars	(5.0)	182	121	137	161	**	60	147	148	34	154	**	168	**	**
		40%	52%	47%	46%	**	46% d	44% d	44% d	30%	43%	**	46%	**	**
RATING OF 4-5 OUT OF 5		362	198	249	293	**	117	279	283	79	292	**	316	**	**
		80%	86%	85%	83%	**	89% d	84% d	84% d	68%	82%	**	87%	**	**
Mean score		4.2	4.3	4.3	4.2	**	4.3 d	4.2 d	4.2 d	3.9	4.2	**	4.3	**	**
Standard deviation		.85	.87	.82	.86	**	.71	.79	.79	.96	.81	**	.76	**	**
Standard error		.04	.06	.05	.05	**	.07	.05	.04	.09	.04	**	.04	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20F. Please give a star rating to show how much you think they like the CBBC site. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the CBBC site at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	a	b
Unweighted total		431	318	66	47	357	74	106	297
Effective Weighted Sample		363	271	53	41	299	65	90	250
Total		453	344	56	54	362	91	112	311
1 star	(1.0)	1	-	**	**	-	**	-	1
		*%	-%	**	**	-%	**	-%	*%
2 stars	(2.0)	18	14	**	**	14	**	10	6
		4%	4%	**	**	4%	**	8% b	2%
3 stars	(3.0)	72	41	**	**	59	**	14	54
		16%	12%	**	**	16%	**	12%	17%
4 stars	(4.0)	180	131	**	**	139	**	44	121
		40%	38%	**	**	38%	**	39%	39%
5 stars	(5.0)	182	158	**	**	151	**	45	128
		40%	46%	**	**	42%	**	40%	41%
RATING OF 4-5 OUT OF 5		362	289	**	**	290	**	89	249
		80%	84%	**	**	80%	**	79%	80%
Mean score		4.2	4.3	**	**	4.2	**	4.1	4.2
Standard deviation		.85	.82	**	**	.84	**	.93	.82
Standard error		.04	.05	**	**	.04	**	.09	.05

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 68

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20G. Please give a star rating to show how much you think they like the BBC Own It site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Own It site/ app at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR			
		Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
			~a	~b	~c	~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c
Significance Level: 95%																
Unweighted total		132	34	31	67	77	55	24	10	16	15	37	30	4	54	74
Effective Weighted Sample		117	31	27	59	68	49	22	9	14	13	32	27	3	48	66
Total		158	45	32	80	93	65	31	15	17	15	45	35	4	66	88
1 star	(1.0)	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2 stars	(2.0)	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3 stars	(3.0)	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4 stars	(4.0)	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 stars	(5.0)	80	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
RATING OF 4-5 OUT OF 5		135	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean score		4.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation		.92	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error		.08	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 68

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20G. Please give a star rating to show how much you think they like the BBC Own It site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Own It site/ app at least weekly

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	~b	~c	~d	~a	~b	~c	~d	a	~b	c	~d	e	~f
Unweighted total		132	107	14	6	5	85	19	22	6	110	67	132	48	132	-
Effective Weighted Sample		117	101	14	6	5	76	17	19	5	97	60	117	42	117	-
Total		158	143	9	2	3	103	23	26	5	131	80	158	58	158	-
1 star	(1.0)	3	2	**	**	**	**	**	**	**	2	**	3	**	3	**
		2%	1%	**	**	**	**	**	**	**	1%	**	2%	**	2%	**
2 stars	(2.0)	7	7	**	**	**	**	**	**	**	6	**	7	**	7	**
		5%	5%	**	**	**	**	**	**	**	5%	**	5%	**	5%	**
3 stars	(3.0)	13	11	**	**	**	**	**	**	**	12	**	13	**	13	**
		8%	7%	**	**	**	**	**	**	**	10%	**	8%	**	8%	**
4 stars	(4.0)	55	51	**	**	**	**	**	**	**	42	**	55	**	55	**
		35%	35%	**	**	**	**	**	**	**	32%	**	35%	**	35%	**
5 stars	(5.0)	80	73	**	**	**	**	**	**	**	69	**	80	**	80	**
		51%	51%	**	**	**	**	**	**	**	53%	**	51%	**	51%	**
RATING OF 4-5 OUT OF 5		135	124	**	**	**	**	**	**	**	111	**	135	**	135	**
		85%	86%	**	**	**	**	**	**	**	85%	**	85%	**	85%	**
Mean score		4.3	4.3	**	**	**	**	**	**	**	4.3	**	4.3	**	4.3	**
Standard deviation		.92	.91	**	**	**	**	**	**	**	.92	**	.92	**	.92	**
Standard error		.08	.09	**	**	**	**	**	**	**	.09	**	.08	**	.08	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 68

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20G. Please give a star rating to show how much you think they like the BBC Own It site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Own It site/ app at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%			~a	~b	~c	~d	~a	b	c	~d	a	~b	a	~b	~c
Unweighted total		132	64	74	93	39	58	124	125	7	120	8	119	9	4
Effective Weighted Sample		117	57	66	83	34	51	109	110	7	107	7	106	8	4
Total		158	80	92	114	44	70	147	148	9	145	9	143	10	5
1 star	(1.0)	3	**	**	**	**	**	3	3	**	1	**	1	**	**
		2%	**	**	**	**	**	2%	2%	**	1%	**	*%	**	**
2 stars	(2.0)	7	**	**	**	**	**	6	6	**	5	**	5	**	**
		5%	**	**	**	**	**	4%	4%	**	3%	**	3%	**	**
3 stars	(3.0)	13	**	**	**	**	**	12	12	**	12	**	11	**	**
		8%	**	**	**	**	**	8%	8%	**	8%	**	8%	**	**
4 stars	(4.0)	55	**	**	**	**	**	49	50	**	50	**	49	**	**
		35%	**	**	**	**	**	33%	34%	**	35%	**	34%	**	**
5 stars	(5.0)	80	**	**	**	**	**	78	78	**	77	**	78	**	**
		51%	**	**	**	**	**	53%	52%	**	53%	**	54%	**	**
RATING OF 4-5 OUT OF 5		135	**	**	**	**	**	127	128	**	128	**	127	**	**
		85%	**	**	**	**	**	86%	86%	**	88%	**	89%	**	**
Mean score		4.3	**	**	**	**	**	4.3	4.3	**	4.4	**	4.4	**	**
Standard deviation		.92	**	**	**	**	**	.92	.91	**	.83	**	.80	**	**
Standard error		.08	**	**	**	**	**	.08	.08	**	.08	**	.07	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q20G. Please give a star rating to show how much you think they like the BBC Own It site/ app. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child uses the BBC Own It site/ app at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	~a	~b
Unweighted total		132	120	10	2	107	25	35	92
Effective Weighted Sample		117	107	8	2	94	23	30	82
Total		158	143	11	3	125	33	40	113
1 star	(1.0)	3	1	**	**	1	**	**	**
		2%	*%	**	**	1%	**	**	**
2 stars	(2.0)	7	5	**	**	4	**	**	**
		5%	3%	**	**	3%	**	**	**
3 stars	(3.0)	13	11	**	**	9	**	**	**
		8%	8%	**	**	7%	**	**	**
4 stars	(4.0)	55	49	**	**	45	**	**	**
		35%	34%	**	**	36%	**	**	**
5 stars	(5.0)	80	78	**	**	65	**	**	**
		51%	54%	**	**	52%	**	**	**
RATING OF 4-5 OUT OF 5		135	127	**	**	110	**	**	**
		85%	88%	**	**	88%	**	**	**
Mean score		4.3	4.4	**	**	4.3	**	**	**
Standard deviation		.92	.80	**	**	.85	**	**	**
Standard error		.08	.07	**	**	.08	**	**	**

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 69

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Significance Level: 95%															
Unweighted total	1631	-	891	740	807	824	-	-	445	446	362	378	-	785	837
Effective Weighted Sample	1383	-	759	639	678	705	-	-	376	383	311	329	-	667	723
Total	1602	-	787	815	788	815	-	-	388	398	399	416	-	686	909
Agree	1198	**	604	594	600	598	**	**	314	290	286	308	**	525	670
	75%	**	77%	73%	76%	73%	**	**	81% def	73%	72%	74%	**	77%	74%
Neither agree nor disagree	316	**	137	178	139	177	**	**	53	84	86	92	**	122	191
	20%	**	17%	22% b	18%	22%	**	**	14%	21% c	22% c	22% c	**	18%	21%
Disagree	39	**	14	25	25	15	**	**	9	5	15	10	**	13	26
	2%	**	2%	3%	3%	2%	**	**	2%	1%	4% d	2%	**	2%	3%
Don't know	49	**	31	18	24	26	**	**	12	19	12	6	**	26	22
	3%	**	4%	2%	3%	3%	**	**	3%	5% f	3%	2%	**	4%	2%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 69

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	c	d	e	f
Unweighted total	1631	1122	239	185	85	547	408	332	339	986	361	1012	102	1317	314
Effective Weighted Sample	1383	1044	235	185	84	466	346	276	292	841	308	858	86	1118	266
Total	1602	1334	153	67	49	557	391	319	331	988	366	1021	110	1308	294
Agree	1198	1008	110	46	**	456	282	232	225	775	308	821	100	1023	175
	75%	76%	72%	69%	**	82%	72%	73%	68%	78%	84%	80%	91%	78%	59%
						bcd				f	aef	f	acef	f	
Neither agree nor disagree	316	253	32	18	**	76	86	72	82	169	47	164	9	226	90
	20%	19%	21%	27%	**	14%	22%	23%	25%	17%	13%	16%	8%	17%	30%
				a			a	a	a	d		d		d	abcde
Disagree	39	32	5	1	**	11	9	6	14	24	8	22	-	32	7
	2%	2%	4%	2%	**	2%	2%	2%	4%	2%	2%	2%	-%	2%	2%
Don't know	49	41	6	2	**	15	14	10	11	20	3	13	2	26	23
	3%	3%	4%	3%	**	3%	4%	3%	3%	2%	1%	1%	1%	2%	8%
															abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	~c
Unweighted total	1631	280	440	562	1069	331	937	963	668	1196	372	1105	451	75
Effective Weighted Sample	1383	235	374	475	908	277	794	817	567	1015	314	942	382	62
Total	1602	282	436	560	1042	326	943	966	636	1192	352	1122	416	65
Agree	1198	231	363	464	734	299	840	857	341	943	216	914	249	**
	75%	82%	83%	83%	70%	91%	89%	89%	54%	79%	61%	81%	60%	**
		d	d	d		d	d	d		b		b		
Neither agree nor disagree	316	44	60	79	237	21	79	85	231	205	98	173	128	**
	20%	16%	14%	14%	23%	7%	8%	9%	36%	17%	28%	15%	31%	**
					abc				abc		a		a	
Disagree	39	4	4	6	33	4	8	9	30	17	21	12	16	**
	2%	1%	1%	1%	3%	1%	1%	1%	5%	1%	6%	1%	4%	**
					bc				abc		a		a	
Don't know	49	3	9	11	38	2	15	15	34	26	17	23	24	**
	3%	1%	2%	2%	4%	1%	2%	2%	5%	2%	5%	2%	6%	**
					a				abc		a		a	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q21. You said you use the Newsround website/ watch the Newsround programme on CBBC or BBC iPlayer... Which of these options applies to you? "I find Newsround useful." (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1631	1013	356	262	1381	238	394	1149
Effective Weighted Sample	1383	861	300	223	1169	213	333	976
Total	1602	1024	329	249	1302	289	389	1124
Agree	1198	849	183	166	974	216	301	834
	75%	83%	56%	67%	75%	75%	77%	74%
		bc		b				
Neither agree nor disagree	316	144	100	72	257	56	72	224
	20%	14%	30%	29%	20%	20%	19%	20%
			a	a				
Disagree	39	9	27	3	34	5	9	27
	2%	1%	8%	1%	3%	2%	2%	2%
			ac					
Don't know	49	22	19	8	37	11	7	38
	3%	2%	6%	3%	3%	4%	2%	3%
			a					

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 70

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	1368	-	601	767	689	679	-	-	301	300	388	379	-	532	830
Effective Weighted Sample	1158	-	521	653	591	567	-	-	264	257	334	319	-	461	707
Total	1291	-	499	792	659	632	-	-	254	245	404	387	-	437	848
Yes	637	**	172	464	315	322	**	**	79	93	236	229	**	143	493
	49%	**	35%	59%	48%	51%	**	**	31%	38%	58%	59%	**	33%	58%
				b							cd	cd			b
No	531	**	280	251	279	252	**	**	153	127	126	125	**	252	275
	41%	**	56%	32%	42%	40%	**	**	60%	52%	31%	32%	**	58%	32%
			c						ef	ef				c	
Not sure	122	**	47	76	65	58	**	**	22	24	42	33	**	42	80
	9%	**	9%	10%	10%	9%	**	**	9%	10%	11%	9%	**	10%	9%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 70

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total	1368	885	155	210	118	292	397	280	396	408	150	280	9	610	758
Effective Weighted Sample	1158	834	151	209	116	249	335	238	334	350	128	235	8	521	638
Total	1291	1040	104	78	68	266	376	268	377	403	142	274	10	592	698
Yes	637	516	58	37	25	134	193	129	179	225	74	163	**	324	313
	49%	50%	56%	48%	37%	50%	51%	48%	48%	56%	52%	60%	**	55%	45%
		d	d							f		f		f	
No	531	427	35	32	37	97	156	115	163	140	53	88	**	212	320
	41%	41%	34%	41%	55%	37%	41%	43%	43%	35%	38%	32%	**	36%	46%
					abc									ace	
Not sure	122	98	11	8	5	35	28	25	35	38	15	23	**	56	66
	9%	9%	10%	11%	8%	13%	7%	9%	9%	9%	11%	8%	**	10%	9%
						b									

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 70

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		~a	~b	c	d	~a	~b	~c	d	a	b	a	b	c
Unweighted total	1368	81	78	130	1238	-	-	-	1368	584	724	507	662	199
Effective Weighted Sample	1158	69	66	110	1049	-	-	-	1158	499	609	430	563	166
Total	1291	71	73	115	1176	-	-	-	1291	568	670	486	625	179
Yes	637	**	**	52	585	**	**	**	637	310	312	261	310	66
	49%	**	**	45%	50%	**	**	**	49%	55%	47%	54%	50%	37%
										b		c	c	
No	531	**	**	50	481	**	**	**	531	202	309	177	259	95
	41%	**	**	44%	41%	**	**	**	41%	36%	46%	36%	41%	53%
										a				ab
Not sure	122	**	**	13	110	**	**	**	122	56	49	48	56	18
	9%	**	**	11%	9%	**	**	**	9%	10%	7%	10%	9%	10%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	~b	a	b
Unweighted total	1368	370	724	274	1268	97	314	1005
Effective Weighted Sample	1158	317	611	231	1074	84	270	848
Total	1291	370	662	259	1181	106	317	927
Yes	637	221	295	121	593	**	145	474
	49%	60%	45%	47%	50%	**	46%	51%
		bc						
No	531	113	313	105	483	**	138	371
	41%	31%	47%	41%	41%	**	44%	40%
			a	a				
Not sure	122	36	54	33	104	**	33	82
	9%	10%	8%	13%	9%	**	10%	9%
				b				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 71

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base : All 8-16 year olds

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	2999	-	1492	1507	1496	1503	-	-	746	746	750	757	-	1317	1667
Effective Weighted Sample	2540	-	1278	1291	1269	1272	-	-	639	639	644	647	-	1126	1429
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1123	1757
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	377	**	201	176	185	192	**	**	104	97	81	95	**	182	195
	13%	**	16%	11%	13%	13%	**	**	16%	15%	10%	12%	**	16%	11%
			c						ef	e				c	
USE NEWSROUND SITE ONLY	6	**	3	3	3	3	**	**	1	2	1	1	**	3	3
	*%	**	*%	*%	*%	*%	**	**	*%	*%	*%	*%	**	*%	*%
WATCH ON CBBC/ BBC IPLAYER ONLY	1219	**	582	637	600	619	**	**	283	299	317	320	**	501	711
	42%	**	45%	40%	41%	43%	**	**	44%	47%	39%	40%	**	45%	40%
			c							ef				c	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1602	**	787	815	788	815	**	**	388	398	399	416	**	686	909
	55%	**	61%	51%	54%	56%	**	**	60%	62%	50%	52%	**	61%	52%
			c						ef	ef				c	
TOTAL - NEITHER	1291	**	499	792	659	632	**	**	254	245	404	387	**	437	848
	45%	**	39%	49%	46%	44%	**	**	40%	38%	50%	48%	**	39%	48%
				b							cd	cd			b
NEITHER - BUT AWARE OF NEWSROUND	637	**	172	464	315	322	**	**	79	93	236	229	**	143	493
	22%	**	13%	29%	22%	22%	**	**	12%	14%	29%	28%	**	13%	28%
				b							cd	cd			b
NEITHER - AND NOT AWARE OF NEWSROUND	654	**	327	327	344	310	**	**	175	151	169	159	**	294	355
	23%	**	25%	20%	24%	21%	**	**	27%	24%	21%	20%	**	26%	20%
			c						ef					c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 71

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base : All 8-16 year olds

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	2999	2007	394	395	203	839	805	612	735	1394	511	1292	111	1927	1072
Effective Weighted Sample	2540	1878	386	394	200	714	681	514	626	1192	436	1093	93	1638	904
Total	2893	2374	257	144	117	824	767	588	707	1392	509	1294	120	1900	993
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	377	313	38	15	11	168	80	69	59	258	122	348	48	359	18
	13%	13%	15%	11%	9%	20%	10%	12%	8%	19%	24%	27%	40%	19%	2%
						bcd				f	aef	aef	abcef	f	
USE NEWSROUND SITE ONLY	6	4	-	1	1	2	*	-	3	2	*	6	-	6	*
	*%	*%	-%	*%	1%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%
WATCH ON CBBC/ BBC IPLAYER ONLY	1219	1016	115	51	37	387	311	250	268	728	244	667	62	943	276
	42%	43%	45%	35%	32%	47%	41%	43%	38%	52%	48%	52%	52%	50%	28%
		cd	cd			bd				f	f	f	f	f	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1602	1334	153	67	49	557	391	319	331	988	366	1021	110	1308	294
	55%	56%	59%	46%	42%	68%	51%	54%	47%	71%	72%	79%	92%	69%	30%
		cd	cd			bcd		d		f	f	abef	abcef	f	
TOTAL - NEITHER	1291	1040	104	78	68	266	376	268	377	403	142	274	10	592	698
	45%	44%	41%	54%	58%	32%	49%	46%	53%	29%	28%	21%	8%	31%	70%
				ab	ab		a	a	ac	cd	cd	d		cd	abcde
NEITHER - BUT AWARE OF NEWSROUND	637	516	58	37	25	134	193	129	179	225	74	163	7	324	313
	22%	22%	23%	26%	22%	16%	25%	22%	25%	16%	15%	13%	6%	17%	31%
							a	a	a	cd	d			cd	abcde
NEITHER - AND NOT AWARE OF NEWSROUND	654	525	46	40	43	132	184	140	197	178	69	111	3	268	386
	23%	22%	18%	28%	37%	16%	24%	24%	28%	13%	13%	9%	2%	14%	39%
				ab	abc		a	a	a	cd	cd	d		cd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 71

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base : All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2999	361	518	692	2307	331	937	963	2036	1780	1096	1612	1113	274
Effective Weighted Sample	2540	303	440	583	1957	277	794	817	1725	1514	923	1371	944	228
Total	2893	353	509	675	2218	326	943	966	1926	1760	1022	1608	1041	244
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	377	89	142	170	207	321	326	344	33	312	52	290	75	13
	13%	25%	28%	25%	9%	98%	35%	36%	2%	18%	5%	18%	7%	5%
		d	d	d		bcd	d	d		b		bc		
USE NEWSROUND SITE ONLY	6	-	-	-	6	6	-	6	*	4	1	4	2	-
	*%	-%	-%	-%	*%	2%	-%	1%	*%	*%	*%	*%	*%	-%
						bd		bd						
WATCH ON CBBC/ BBC IPLAYER ONLY	1219	193	294	390	829	-	617	617	602	876	298	828	339	52
	42%	55%	58%	58%	37%	-%	65%	64%	31%	50%	29%	51%	33%	21%
		d	d	d			ad	ad	a	b		bc	c	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1602	282	436	560	1042	326	943	966	636	1192	352	1122	416	65
	55%	80%	86%	83%	47%	100%	100%	100%	33%	68%	34%	70%	40%	27%
		d	ad	d		d	d	d		b		bc	c	
TOTAL - NEITHER	1291	71	73	115	1176	-	-	-	1291	568	670	486	625	179
	45%	20%	14%	17%	53%	-%	-%	-%	67%	32%	66%	30%	60%	73%
		b			abc				abc		a		a	ab
NEITHER - BUT AWARE OF NEWSROUND	637	30	38	52	585	-	-	-	637	310	312	261	310	66
	22%	8%	7%	8%	26%	-%	-%	-%	33%	18%	31%	16%	30%	27%
					abc				abc		a		a	a
NEITHER - AND NOT AWARE OF NEWSROUND	654	41	35	63	591	-	-	-	654	258	358	226	315	113
	23%	12%	7%	9%	27%	-%	-%	-%	34%	15%	35%	14%	30%	46%
		b			abc				abc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 71

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base : All 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2999	1383	1080	536	2649	335	708	2154
Effective Weighted Sample	2540	1179	911	454	2243	296	603	1823
Total	2893	1395	990	508	2483	395	706	2050
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	377	273	52	52	288	88	107	263
	13%	20%	5%	10%	12%	22%	15%	13%
		bc		b		a		
USE NEWSROUND SITE ONLY	6	2	1	3	4	*	2	4
	*%	*%	*%	1%	*%	*%	*%	*%
WATCH ON CBBC/ BBC IPLAYER ONLY	1219	749	276	195	1009	201	281	857
	42%	54%	28%	38%	41%	51%	40%	42%
		bc		b		a		
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1602	1024	329	249	1302	289	389	1124
	55%	73%	33%	49%	52%	73%	55%	55%
		bc		b		a		
TOTAL - NEITHER	1291	370	662	259	1181	106	317	927
	45%	27%	67%	51%	48%	27%	45%	45%
			ac	a	b			
NEITHER - BUT AWARE OF NEWSROUND	637	221	295	121	593	41	145	474
	22%	16%	30%	24%	24%	10%	21%	23%
			ac	a	b			
NEITHER - AND NOT AWARE OF NEWSROUND	654	149	367	138	587	65	171	453
	23%	11%	37%	27%	24%	16%	24%	22%
			ac	a	b			

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 72

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	b	c	a	b	~a	~b	~c	d	e	f	~a	b	c
Significance Level: 95%															
Unweighted total	653	-	205	448	322	331	-	-	93	112	229	219	-	174	477
Effective Weighted Sample	555	-	179	382	278	277	-	-	83	96	197	184	-	151	408
Total	637	-	172	464	315	322	-	-	79	93	236	229	-	143	493
Not interested	157	**	33	124	64	93	**	**	**	22	53	72	**	29	127
	25%	**	19%	27% b	20%	29% a	**	**	**	23%	22%	31% e	**	20%	26%
Boring	97	**	35	62	55	42	**	**	**	15	35	27	**	27	69
	15%	**	20% c	13%	17%	13%	**	**	**	16%	15%	12%	**	19%	14%
Too young for me	93	**	6	87	43	50	**	**	**	4	41	46	**	2	91
	15%	**	4%	19% b	14%	16%	**	**	**	4%	17% d	20% d	**	1%	19% b
Watch 'grown up'/ different news now	55	**	3	52	32	23	**	**	**	-	30	23	**	1	55
	9%	**	2%	11% b	10%	7%	**	**	**	-%	13% d	10% d	**	*%	11% b
Too busy/ don't have time/ don't remember to watch	47	**	12	35	23	25	**	**	**	7	17	18	**	10	37
	7%	**	7%	8%	7%	8%	**	**	**	7%	7%	8%	**	7%	8%
Watch other channels/ play games instead	43	**	22	21	25	18	**	**	**	14	17	4	**	19	24
	7%	**	13% c	4%	8%	6%	**	**	**	15% ef	7% f	2%	**	14% c	5%
Used to watch it in school	42	**	27	15	25	17	**	**	**	10	8	7	**	25	17
	7%	**	16% c	3%	8%	5%	**	**	**	10% ef	3%	3%	**	17% c	4%
I don't watch the news/ news is negative/ upsetting	35	**	7	28	25	10	**	**	**	2	20	8	**	7	28
	6%	**	4%	6%	8% b	3%	**	**	**	3%	8% f	3%	**	5%	6%
No particular reason	33	**	12	20	9	23	**	**	**	10	7	14	**	12	20
	5%	**	7%	4%	3%	7% a	**	**	**	10% e	3%	6%	**	9% c	4%
I don't watch BBC/ TV	25	**	7	18	14	11	**	**	**	3	10	8	**	4	21
	4%	**	4%	4%	5%	3%	**	**	**	3%	4%	4%	**	3%	4%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 72

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	b	c	a	b	~a	~b	~c	d	e	f	~a	b	c
Significance Level: 95%															
Unweighted total	653	-	205	448	322	331	-	-	93	112	229	219	-	174	477
Effective Weighted Sample	555	-	179	382	278	277	-	-	83	96	197	184	-	151	408
Total	637	-	172	464	315	322	-	-	79	93	236	229	-	143	493
I don't/ my parents don't like the BBC	9	**	5	3	1	8	**	**	**	5	-	3	**	5	3
	1%	**	3%	1%	*%	2%	**	**	**	5%	-%	1%	**	4%	1%
			c			a				e				c	
Don't have the channel	3	**	3	1	1	2	**	**	**	2	1	-	**	2	2
	1%	**	2%	*%	*%	1%	**	**	**	2%	*%	-%	**	1%	*%
			c							f					
Other	38	**	12	26	17	20	**	**	**	7	12	14	**	11	26
	6%	**	7%	6%	5%	6%	**	**	**	7%	5%	6%	**	7%	5%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 72

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	~b	c	~d	a	b	c	d	a	~b	c	~d	e	f
Significance Level: 95%															
Unweighted total	653	424	86	100	43	144	197	131	179	214	77	165	7	322	331
Effective Weighted Sample	555	402	84	100	42	122	168	112	151	187	66	140	6	277	277
Total	637	516	58	37	25	134	193	129	179	225	74	163	7	324	313
Not interested	157	123	**	9	**	23	47	35	52	54	**	38	**	75	81
	25%	24%	**	24%	**	17%	24%	27%	29% a	24%	**	24%	**	23%	26%
Boring	97	88	**	4	**	19	26	22	31	36	**	17	**	50	47
	15%	17%	**	11%	**	14%	14%	17%	17%	16%	**	10%	**	15%	15%
Too young for me	93	76	**	5	**	33	27	15	19	32	**	35	**	53	40
	15%	15%	**	13%	**	24% bcd	14%	12%	10%	14%	**	21% f	**	16%	13%
Watch 'grown up'/ different news now	55	45	**	4	**	15	13	10	18	29	**	25	**	35	20
	9%	9%	**	10%	**	11%	7%	8%	10%	13% f	**	15% f	**	11%	6%
Too busy/ don't have time/ don't remember to watch	47	41	**	2	**	7	17	15	9	19	**	11	**	28	19
	7%	8%	**	6%	**	5%	9%	11%	5%	9%	**	6%	**	9%	6%
Watch other channels/ play games instead	43	32	**	4	**	8	15	8	12	10	**	3	**	12	31
	7%	6%	**	11%	**	6%	8%	6%	7%	4%	**	2%	**	4%	10% ace
Used to watch it in school	42	27	**	1	**	6	22	8	5	14	**	5	**	16	26
	7%	5%	**	3%	**	5%	11% ad	6%	3%	6%	**	3%	**	5%	8% c
I don't watch the news/ news is negative/ upsetting	35	28	**	3	**	7	8	8	10	16	**	10	**	23	12
	6%	6%	**	7%	**	6%	4%	6%	6%	7%	**	6%	**	7%	4%
No particular reason	33	22	**	3	**	9	10	6	8	11	**	7	**	15	18
	5%	4%	**	9%	**	7%	5%	4%	5%	5%	**	4%	**	5%	6%
I don't watch BBC/ TV	25	22	**	2	**	*	14	3	8	4	**	4	**	8	17
	4%	4%	**	6%	**	%	7% a	2%	5% a	2%	**	2%	**	3%	6% a

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 72

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	~b	c	~d	a	b	c	d	a	~b	c	~d	e	f
Significance Level: 95%															
Unweighted total	653	424	86	100	43	144	197	131	179	214	77	165	7	322	331
Effective Weighted Sample	555	402	84	100	42	122	168	112	151	187	66	140	6	277	277
Total	637	516	58	37	25	134	193	129	179	225	74	163	7	324	313
I don't/ my parents don't like the BBC	9	7	**	-	**	3	3	2	1	-	**	1	**	2	7
	1%	1%	**	-%	**	2%	1%	2%	*%	-%	**	*%	**	1%	2%
															a
Don't have the channel	3	3	**	-	**	1	1	-	2	-	**	1	**	1	2
	1%	1%	**	-%	**	1%	*%	-%	1%	-%	**	1%	**	*%	1%
Other	38	31	**	2	**	13	7	6	12	12	**	14	**	20	17
	6%	6%	**	6%	**	9%	3%	5%	7%	5%	**	8%	**	6%	5%
						b									

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 72

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
		~a	~b	~c	d	~a	~b	~c	d	a	b	a	b	~c
Significance Level: 95%														
Unweighted total	653	30	39	53	600	-	-	-	653	314	322	262	321	70
Effective Weighted Sample	555	27	33	46	509	-	-	-	555	268	273	224	273	59
Total	637	30	38	52	585	-	-	-	637	310	312	261	310	66
Not interested	157	**	**	**	146	**	**	**	157	76	77	66	78	**
	25%	**	**	**	25%	**	**	**	25%	24%	25%	25%	25%	**
Boring	97	**	**	**	83	**	**	**	97	41	55	23	58	**
	15%	**	**	**	14%	**	**	**	15%	13%	18%	9%	19%	**
												a		
Too young for me	93	**	**	**	91	**	**	**	93	52	42	44	41	**
	15%	**	**	**	16%	**	**	**	15%	17%	13%	17%	13%	**
Watch 'grown up'/ different news now	55	**	**	**	53	**	**	**	55	37	19	34	18	**
	9%	**	**	**	9%	**	**	**	9%	12%	6%	13%	6%	**
										b		b		
Too busy/ don't have time/ don't remember to watch	47	**	**	**	44	**	**	**	47	20	26	26	18	**
	7%	**	**	**	8%	**	**	**	7%	7%	8%	10%	6%	**
Watch other channels/ play games instead	43	**	**	**	39	**	**	**	43	12	27	20	18	**
	7%	**	**	**	7%	**	**	**	7%	4%	8%	8%	6%	**
											a			
Used to watch it in school	42	**	**	**	39	**	**	**	42	23	18	14	25	**
	7%	**	**	**	7%	**	**	**	7%	7%	6%	5%	8%	**
I don't watch the news/ news is negative/ upsetting	35	**	**	**	32	**	**	**	35	21	14	11	20	**
	6%	**	**	**	5%	**	**	**	6%	7%	5%	4%	6%	**
No particular reason	33	**	**	**	27	**	**	**	33	17	14	13	18	**
	5%	**	**	**	5%	**	**	**	5%	6%	5%	5%	6%	**
I don't watch BBC/ TV	25	**	**	**	24	**	**	**	25	15	10	7	14	**
	4%	**	**	**	4%	**	**	**	4%	5%	3%	3%	5%	**
I don't/ my parents don't like the BBC	9	**	**	**	9	**	**	**	9	-	9	-	1	**
	1%	**	**	**	1%	**	**	**	1%	-%	3%	-%	*%	**
											a			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		~a	~b	~c	d	~a	~b	~c	d	a	b	a	b	~c
Unweighted total	653	30	39	53	600	-	-	-	653	314	322	262	321	70
Effective Weighted Sample	555	27	33	46	509	-	-	-	555	268	273	224	273	59
Total	637	30	38	52	585	-	-	-	637	310	312	261	310	66
Don't have the channel	3	**	**	**	3	**	**	**	3	2	2	-	3	**
	1%	**	**	**	1%	**	**	**	1%	1%	1%	-%	1%	**
Other	38	**	**	**	34	**	**	**	38	17	21	17	14	**
	6%	**	**	**	6%	**	**	**	6%	5%	7%	7%	5%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	~b	a	b
Unweighted total	653	219	309	125	612	39	143	493
Effective Weighted Sample	555	188	261	106	519	34	121	420
Total	637	221	295	121	593	41	145	474
Not interested	157	55	75	26	140	**	41	111
	25%	25%	26%	22%	24%	**	28%	23%
Boring	97	23	59	15	91	**	26	67
	15%	11%	20%	12%	15%	**	18%	14%
			a					
Too young for me	93	39	38	16	91	**	24	70
	15%	18%	13%	13%	15%	**	16%	15%
Watch 'grown up'/ different news now	55	33	15	7	55	**	15	41
	9%	15%	5%	6%	9%	**	10%	9%
		bc						
Too busy/ don't have time/ don't remember to watch	47	16	15	16	46	**	4	42
	7%	7%	5%	13%	8%	**	3%	9%
			b					a
Watch other channels/ play games instead	43	16	21	6	39	**	8	34
	7%	7%	7%	5%	7%	**	6%	7%
Used to watch it in school	42	12	23	8	39	**	10	31
	7%	5%	8%	6%	7%	**	7%	7%
I don't watch the news/ news is negative/ upsetting	35	11	14	10	34	**	7	27
	6%	5%	5%	8%	6%	**	5%	6%
No particular reason	33	12	11	10	28	**	3	26
	5%	5%	4%	8%	5%	**	2%	5%
I don't watch BBC/ TV	25	3	17	5	25	**	8	17
	4%	2%	6%	4%	4%	**	6%	4%
			a					

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q23. Can you say in one sentence why you don't watch or use Newsround? (RESPONSES FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All 8-16 year olds who have heard of but do not watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	~b	a	b
Unweighted total	653	219	309	125	612	39	143	493
Effective Weighted Sample	555	188	261	106	519	34	121	420
Total	637	221	295	121	593	41	145	474
I don't/ my parents don't like the BBC	9	-	9	-	9	**	2	7
	1%	-%	3%	-%	1%	**	1%	1%
			a					
Don't have the channel	3	-	2	1	2	**	1	3
	1%	-%	1%	1%	*%	**	*%	1%
Other	38	14	20	3	36	**	9	26
	6%	6%	7%	3%	6%	**	6%	6%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4191	1192	1492	1507	2091	2100	595	597	746	746	750	757	149	2344	1667
Effective Weighted Sample	3554	1021	1278	1291	1776	1779	511	511	639	639	644	647	127	1980	1429
Total	4179	1286	1286	1607	2089	2089	643	643	643	643	804	804	131	2262	1757
Yes	2169	409	763	998	1056	1113	186	223	386	377	484	513	10	1044	1102
	52%	32%	59%	62%	51%	53%	29%	35%	60%	59%	60%	64%	8%	46%	63%
			a	a				a	ab	ab	ab	ab		a	ab
No	1848	826	465	557	952	895	430	396	233	232	290	267	118	1114	603
	44%	64%	36%	35%	46%	43%	67%	62%	36%	36%	36%	33%	90%	49%	34%
		bc					cdef	cdef					bc	c	
Don't know	162	51	59	53	81	81	27	23	24	34	30	23	3	104	52
	4%	4%	5%	3%	4%	4%	4%	4%	4%	5%	4%	3%	2%	5%	3%
										f				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 73

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4191	2797	559	551	284	1177	1123	862	1017	2101	678	1723	156	2752	1439
Effective Weighted Sample	3554	2634	549	549	281	1000	952	726	866	1803	581	1464	132	2347	1210
Total	4179	3438	373	203	164	1172	1125	860	1011	2173	698	1786	174	2810	1369
Yes	2169	1841	166	93	68	753	570	452	390	1253	446	1339	142	1693	476
	52%	54%	44%	46%	41%	64%	51%	53%	39%	58%	64%	75%	82%	60%	35%
		bcd				bcd	d	d		f	af	abef	abef	f	
No	1848	1468	189	98	93	395	508	377	562	844	240	405	27	1027	821
	44%	43%	51%	48%	57%	34%	45%	44%	56%	39%	34%	23%	16%	37%	60%
			a	a	ac		a	a	abc	cd	cd			cd	abcde
Don't know	162	129	19	12	3	25	46	31	60	77	12	42	5	90	72
	4%	4%	5%	6%	2%	2%	4%	4%	6%	4%	2%	2%	3%	3%	5%
			d	ad			a		ac	b					abce

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 73

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4191	890	757	1300	2891	371	1161	1191	3000	2122	1895	2224	1556	411
Effective Weighted Sample	3554	760	645	1110	2446	312	988	1014	2542	1809	1602	1900	1319	338
Total	4179	926	777	1342	2836	374	1213	1241	2938	2169	1848	2293	1500	385
Yes	2169	444	532	742	1426	305	953	975	1194	2169	-	1462	606	100
	52%	48%	68%	55%	50%	82%	78%	79%	41%	100%	-%	64%	40%	26%
			acd	ad		d	d	d		b		bc	c	
No	1848	441	212	543	1305	56	224	226	1622	-	1848	753	825	269
	44%	48%	27%	40%	46%	15%	18%	18%	55%	-%	100%	33%	55%	70%
		bc		b	bc			abc		a		a	a	ab
Don't know	162	41	33	57	105	13	37	40	122	-	-	78	69	16
	4%	4%	4%	4%	4%	3%	3%	3%	4%	-%	-%	3%	5%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4191	1879	1566	746	3697	472	929	3070
Effective Weighted Sample	3554	1605	1318	635	3131	418	794	2598
Total	4179	1948	1493	738	3590	565	948	3034
Yes	2169	1354	465	350	1825	334	549	1508
	52%	70%	31%	47%	51%	59%	58%	50%
		bc		b		a	b	
No	1848	546	971	330	1630	207	361	1416
	44%	28%	65%	45%	45%	37%	38%	47%
			ac	a	b			a
Don't know	162	48	56	58	135	24	38	111
	4%	2%	4%	8%	4%	4%	4%	4%
			a	ab				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 74

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	~a	b	c
Unweighted total	2122	342	864	916	1040	1082	153	189	441	423	446	470	12	1070	1027
Effective Weighted Sample	1809	301	739	791	881	927	135	166	375	363	383	408	10	904	886
Total	2169	409	763	998	1056	1113	186	223	386	377	484	513	10	1044	1102
Agree	1894	358	673	863	926	968	159	199	340	333	427	436	**	917	959
	87%	88%	88%	87%	88%	87%	86%	89%	88%	88%	88%	85%	**	88%	87%
Neither agree nor disagree	239	47	72	119	114	125	23	24	40	33	51	69	**	111	126
	11%	11%	9%	12%	11%	11%	12%	11%	10%	9%	11%	13%	**	11%	11%
												d			
Disagree	23	2	9	13	9	14	2	-	2	6	5	7	**	7	13
	1%	*%	1%	1%	1%	1%	1%	-%	1%	2%	1%	1%	**	1%	1%
Don't know	13	2	8	2	7	6	2	1	4	5	1	1	**	10	4
	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	*%	*%	**	1%	*%
			c												

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 74

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	2122	1500	249	255	118	725	562	447	382	1186	421	1276	125	1627	495
Effective Weighted Sample	1809	1405	243	254	116	620	478	377	330	1020	359	1084	106	1387	423
Total	2169	1841	166	93	68	753	570	452	390	1253	446	1339	142	1693	476
Agree	1894	1610	141	81	63	688	487	392	322	1140	419	1216	129	1524	371
	87%	87%	85%	87%	93%	91%	86%	87%	83%	91%	94%	91%	91%	90%	78%
					b	bcd				f	ef	f	f	f	
Neither agree nor disagree	239	204	20	12	3	58	73	50	58	101	24	108	12	148	91
	11%	11%	12%	12%	5%	8%	13%	11%	15%	8%	5%	8%	9%	9%	19%
		d	d	d			a		a					b	abcde
Disagree	23	19	3	*	-	2	6	8	6	8	-	10	-	14	9
	1%	1%	2%	*%	-%	*%	1%	2%	2%	1%	-%	1%	-%	1%	2%
						a		a							ab
Don't know	13	9	2	*	2	4	4	2	3	4	4	5	-	7	6
	1%	*%	1%	*%	3%	1%	1%	*%	1%	*%	1%	*%	-%	*%	1%
					a										ace

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 74

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	~b	a	b	c
Unweighted total	2122	413	504	700	1422	298	897	921	1201	2122	-	1390	628	104
Effective Weighted Sample	1809	352	429	598	1212	249	763	784	1027	1809	-	1189	535	87
Total	2169	444	532	742	1426	305	953	975	1194	2169	-	1462	606	100
Agree	1894	409	490	678	1216	272	855	873	1022	1894	**	1349	467	78
	87%	92%	92%	91%	85%	89%	90%	89%	86%	87%	**	92%	77%	78%
		d	d	d			d	d				bc		
Neither agree nor disagree	239	34	35	57	182	26	85	89	149	239	**	100	121	17
	11%	8%	7%	8%	13%	8%	9%	9%	12%	11%	**	7%	20%	17%
					abc				bc				a	a
Disagree	23	1	2	4	19	3	9	9	13	23	**	8	11	4
	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	**	1%	2%	4%
													a	a
Don't know	13	-	4	4	9	4	4	4	9	13	**	4	8	1
	1%	-%	1%	*%	1%	1%	*%	*%	1%	1%	**	*%	1%	1%
													a	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q25. Which of these options applies to your child? "When they use BBC Bitesize for their schoolwork or homework they find it helpful." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2122	1283	489	350	1835	278	525	1493
Effective Weighted Sample	1809	1097	418	297	1562	245	452	1267
Total	2169	1354	465	350	1825	334	549	1508
Agree	1894	1232	357	305	1597	289	466	1340
	87%	91%	77%	87%	87%	87%	85%	89%
		b		b				a
Neither agree nor disagree	239	111	89	39	194	43	74	142
	11%	8%	19%	11%	11%	13%	13%	9%
			ac				b	
Disagree	23	5	15	3	23	-	8	13
	1%	*%	3%	1%	1%	-%	1%	1%
			ac					
Don't know	13	5	5	3	11	2	1	12
	1%	*%	1%	1%	1%	*%	*%	1%

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 75

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	1780	-	864	916	887	893	-	-	441	423	446	470	-	745	1027
Effective Weighted Sample	1514	-	739	791	750	764	-	-	375	363	383	408	-	635	886
Total	1760	-	763	998	870	890	-	-	386	377	484	513	-	651	1102
Yes	1217	**	522	694	606	611	**	**	275	247	331	364	**	439	773
	69%	**	69%	70%	70%	69%	**	**	71%	66%	68%	71%	**	68%	70%
No	315	**	137	178	151	164	**	**	68	69	83	95	**	119	194
	18%	**	18%	18%	17%	18%	**	**	18%	18%	17%	18%	**	18%	18%
Maybe	229	**	103	125	114	115	**	**	43	60	70	55	**	92	135
	13%	**	14%	13%	13%	13%	**	**	11%	16%	15%	11%	**	14%	12%

f

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total	1780	1241	214	218	107	591	475	384	324	954	355	1048	94	1339	441
Effective Weighted Sample	1514	1158	209	217	105	506	404	322	278	816	302	886	79	1138	378
Total	1760	1478	141	79	61	596	467	374	319	971	360	1064	102	1345	415
Yes	1217	1029	92	51	45	464	305	239	206	753	295	857	**	1021	196
	69%	70%	65%	64%	74%	78%	65%	64%	65%	78%	82%	81%	**	76%	47%
						bcd				f	ef	ef		f	
No	315	259	30	15	11	83	95	71	65	120	34	115	**	181	134
	18%	18%	21%	19%	17%	14%	20%	19%	20%	12%	10%	11%	**	13%	32%
						a	a		a						abce
Maybe	229	190	20	13	5	48	67	63	48	98	31	92	**	144	85
	13%	13%	14%	17%	9%	8%	14%	17%	15%	10%	9%	9%	**	11%	20%
						a	a	a							abce

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 75

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	~b	a	b	~c
Unweighted total	1780	262	390	507	1273	269	739	760	1020	1780	-	1154	535	91
Effective Weighted Sample	1514	220	332	429	1086	224	626	645	871	1514	-	982	458	76
Total	1760	266	393	512	1248	269	755	775	985	1760	-	1171	507	83
Yes	1217	221	316	413	804	215	622	637	579	1217	**	906	275	**
	69%	83%	80%	81%	64%	80%	82%	82%	59%	69%	**	77%	54%	**
		d	d	d		d	d	d				b		
No	315	26	44	58	256	30	76	78	237	315	**	138	141	**
	18%	10%	11%	11%	21%	11%	10%	10%	24%	18%	**	12%	28%	**
					abc				abc				a	
Maybe	229	19	33	40	188	24	57	60	169	229	**	127	90	**
	13%	7%	8%	8%	15%	9%	8%	8%	17%	13%	**	11%	18%	**
					abc				abc				a	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1780	1059	419	302	1548	225	436	1259
Effective Weighted Sample	1514	902	359	255	1317	198	374	1068
Total	1760	1079	390	291	1485	267	447	1222
Yes	1217	905	167	144	996	215	329	818
	69%	84%	43%	50%	67%	81%	74%	67%
		bc				a	b	
No	315	101	178	36	287	28	77	227
	18%	9%	46%	12%	19%	10%	17%	19%
			ac		b			
Maybe	229	72	45	111	202	24	40	177
	13%	7%	12%	38%	14%	9%	9%	14%
			a	ab				a

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 76

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	~e	~f	a	b	c
Significance Level: 95%															
Unweighted total	1089	728	243	118	524	565	352	376	115	128	57	61	280	664	138
Effective Weighted Sample	931	628	205	103	444	487	303	325	96	110	48	55	241	567	120
Total	1129	776	212	141	532	597	371	405	96	116	65	76	279	689	158
Agree	853	625	126	101	398	454	297	328	54	72	**	**	228	511	110
	75%	81%	59%	72%	75%	76%	80%	81%	57%	62%	**	**	82%	74%	70%
		bc		b			cd	cd					bc		
Neither agree nor disagree	221	129	63	29	105	116	60	70	30	33	**	**	45	144	33
	20%	17%	30%	20%	20%	19%	16%	17%	31%	28%	**	**	16%	21%	21%
			a						ab	ab					
Disagree	49	20	20	10	24	25	12	8	10	10	**	**	6	29	14
	4%	3%	9%	7%	4%	4%	3%	2%	10%	8%	**	**	2%	4%	9%
			a	a					ab	ab					ab
Don't know	7	3	3	1	5	2	3	-	1	2	**	**	-	5	1
	1%	*%	1%	1%	1%	*%	1%	-%	1%	2%	**	**	-%	1%	1%
									b	b					

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	c	~d	e	~f
Unweighted total	1089	761	116	147	65	344	270	219	250	1089	207	606	82	1089	-
Effective Weighted Sample	931	723	115	147	65	294	232	186	213	931	178	517	69	931	-
Total	1129	961	78	54	37	355	288	226	254	1129	222	650	93	1129	-
Agree	853	729	60	37	**	270	222	171	185	853	189	524	**	853	**
	75%	76%	77%	70%	**	76%	77%	76%	73%	75%	85% ae	80% ae	**	75%	**
Neither agree nor disagree	221	186	15	11	**	67	54	39	59	221	27	103	**	221	**
	20%	19%	19%	21%	**	19%	19%	17%	23%	20% b	12%	16%	**	20% b	**
Disagree	49	41	2	4	**	14	11	14	10	49	6	21	**	49	**
	4%	4%	3%	8%	**	4%	4%	6%	4%	4%	3%	3%	**	4%	**
Don't know	7	5	1	1	**	4	1	1	*	7	-	3	**	7	**
	1%	1%	1%	1%	**	1%	*%	1%	*%	1%	-%	1%	**	1%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 76

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	1089	1089	391	1089	-	108	325	332	757	413	437	755	272	62
Effective Weighted Sample	931	931	332	931	-	93	280	287	646	352	375	646	232	53
Total	1129	1129	409	1129	-	120	365	372	757	444	441	792	274	63
Agree	853	853	316	853	**	98	290	294	558	339	319	652	161	**
	75%	75%	77%	75%	**	82%	79%	79%	74%	76%	72%	82% b	59%	**
Neither agree nor disagree	221	221	69	221	**	17	62	64	157	82	99	111	91	**
	20%	20%	17%	20%	**	14%	17%	17%	21%	19%	23%	14%	33% a	**
Disagree	49	49	20	49	**	5	14	14	35	20	19	24	19	**
	4%	4%	5%	4%	**	4%	4%	4%	5%	4%	4%	3%	7% a	**
Don't know	7	7	3	7	**	-	-	-	7	3	3	4	3	**
	1%	1%	1%	1%	**	-%	-%	-%	1%	1%	1%	1%	1%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1089	658	264	167	930	152	228	803
Effective Weighted Sample	931	557	225	150	793	134	197	687
Total	1129	691	257	181	939	181	239	834
Agree	853	577	152	124	713	130	178	634
	75%	83%	59%	69%	76%	72%	74%	76%
		bc						
Neither agree nor disagree	221	91	81	49	179	42	47	160
	20%	13%	31%	27%	19%	23%	20%	19%
			a	a				
Disagree	49	20	23	6	42	7	12	36
	4%	3%	9%	3%	4%	4%	5%	4%
			ac					
Don't know	7	3	2	1	5	2	2	3
	1%	*%	1%	1%	1%	1%	1%	*%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	~e	~f	a	b	c
Unweighted total	1089	728	243	118	524	565	352	376	115	128	57	61	280	664	138
Effective Weighted Sample	931	628	205	103	444	487	303	325	96	110	48	55	241	567	120
Total	1129	776	212	141	532	597	371	405	96	116	65	76	279	689	158
Agree	598	404	108	86	272	326	186	218	42	66	**	**	132	372	92
	53%	52%	51%	61%	51%	55%	50%	54%	44%	56%	**	**	47%	54%	58%
Neither agree nor disagree	256	182	45	30	129	128	89	93	25	20	**	**	68	153	35
	23%	23%	21%	21%	24%	21%	24%	23%	26%	17%	**	**	24%	22%	22%
Disagree	197	118	55	23	94	102	61	57	27	28	**	**	54	113	30
	17%	15%	26%	16%	18%	17%	16%	14%	28%	24%	**	**	19%	16%	19%
			a						ab	b					
Don't know	79	73	5	1	37	41	36	37	2	3	**	**	25	50	1
	7%	9%	2%	1%	7%	7%	10%	9%	2%	3%	**	**	9%	7%	1%
		bc					cd	cd					c	c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 77

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	c	~d	e	~f
Unweighted total	1089	761	116	147	65	344	270	219	250	1089	207	606	82	1089	-
Effective Weighted Sample	931	723	115	147	65	294	232	186	213	931	178	517	69	931	-
Total	1129	961	78	54	37	355	288	226	254	1129	222	650	93	1129	-
Agree	598	512	41	26	**	238	125	105	128	598	143	413	**	598	**
	53%	53%	53%	48%	**	67%	43%	46%	50%	53%	65%	63%	**	53%	**
						bcd					ae	ae			
Neither agree nor disagree	256	221	18	10	**	59	74	65	57	256	49	141	**	256	**
	23%	23%	23%	19%	**	17%	26%	29%	22%	23%	22%	22%	**	23%	**
						a	a	a							
Disagree	197	164	13	13	**	45	57	43	52	197	17	70	**	197	**
	17%	17%	17%	23%	**	13%	20%	19%	20%	17%	8%	11%	**	17%	**
						a	a	a	a	bc				bc	
Don't know	79	65	5	5	**	13	32	14	17	79	12	26	**	79	**
	7%	7%	6%	10%	**	4%	11%	6%	7%	7%	6%	4%	**	7%	**
						a	a	a		c				c	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 77

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	1089	1089	391	1089	-	108	325	332	757	413	437	755	272	62
Effective Weighted Sample	931	931	332	931	-	93	280	287	646	352	375	646	232	53
Total	1129	1129	409	1129	-	120	365	372	757	444	441	792	274	63
Agree	598	598	243	598	**	89	259	263	335	285	198	468	111	**
	53%	53%	60%	53%	**	74%	71%	71%	44%	64%	45%	59%	40%	**
			ac			d	d	d		b		b		
Neither agree nor disagree	256	256	80	256	**	16	63	64	192	79	118	154	77	**
	23%	23%	20%	23%	**	13%	17%	17%	25%	18%	27%	20%	28%	**
									abc		a		a	
Disagree	197	197	63	197	**	15	43	44	153	68	81	115	67	**
	17%	17%	15%	17%	**	12%	12%	12%	20%	15%	18%	15%	24%	**
									bc				a	
Don't know	79	79	22	79	**	-	1	1	78	13	44	55	19	**
	7%	7%	5%	7%	**	-%	*%	*%	10%	3%	10%	7%	7%	**
									abc		a			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28B. Do you agree or disagree with each of these things about CBeebies and your child? "They talk about CBeebies programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1089	658	264	167	930	152	228	803
Effective Weighted Sample	931	557	225	150	793	134	197	687
Total	1129	691	257	181	939	181	239	834
Agree	598	435	95	69	491	102	116	445
	53%	63%	37%	38%	52%	57%	48%	53%
		bc						
Neither agree nor disagree	256	125	74	58	212	41	59	182
	23%	18%	29%	32%	23%	23%	25%	22%
			a	a				
Disagree	197	88	74	34	169	28	50	144
	17%	13%	29%	19%	18%	15%	21%	17%
			ac					
Don't know	79	43	15	20	67	10	15	62
	7%	6%	6%	11%	7%	5%	6%	7%
				a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 78

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	~e	~f	a	b	c
Unweighted total	1089	728	243	118	524	565	352	376	115	128	57	61	280	664	138
Effective Weighted Sample	931	628	205	103	444	487	303	325	96	110	48	55	241	567	120
Total	1129	776	212	141	532	597	371	405	96	116	65	76	279	689	158
Agree	921	670	147	104	426	495	310	361	62	85	**	**	245	560	114
	82%	86%	69%	74%	80%	83%	83%	89%	64%	73%	**	**	88%	81%	72%
		bc					cd	acd					bc	c	
Neither agree nor disagree	157	86	43	28	82	75	50	36	22	21	**	**	27	97	32
	14%	11%	20%	20%	15%	13%	13%	9%	23%	18%	**	**	10%	14%	20%
			a	a					ab	b					a
Disagree	37	13	16	7	17	20	8	5	9	8	**	**	4	23	10
	3%	2%	8%	5%	3%	3%	2%	1%	9%	7%	**	**	2%	3%	6%
			a	a					ab	ab					a
Don't know	14	7	6	2	7	7	4	3	3	2	**	**	3	9	2
	1%	1%	3%	1%	1%	1%	1%	1%	4%	2%	**	**	1%	1%	1%
			a						b						

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 78

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	c	~d	e	~f
Unweighted total	1089	761	116	147	65	344	270	219	250	1089	207	606	82	1089	-
Effective Weighted Sample	931	723	115	147	65	294	232	186	213	931	178	517	69	931	-
Total	1129	961	78	54	37	355	288	226	254	1129	222	650	93	1129	-
Agree	921	782	68	42	**	299	242	188	189	921	197	534	**	921	**
	82%	81%	87%	78%	**	84%	84%	83%	74%	82%	89%	82%	**	82%	**
			c			d	d	d			ace				
Neither agree nor disagree	157	135	8	8	**	43	37	28	47	157	21	88	**	157	**
	14%	14%	11%	15%	**	12%	13%	12%	18%	14%	9%	13%	**	14%	**
						a									
Disagree	37	33	1	2	**	11	6	8	13	37	3	21	**	37	**
	3%	3%	1%	3%	**	3%	2%	3%	5%	3%	1%	3%	**	3%	**
Don't know	14	11	1	2	**	2	4	2	6	14	1	8	**	14	**
	1%	1%	1%	4%	**	1%	1%	1%	2%	1%	*%	1%	**	1%	**
				a											

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 78

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	1089	1089	391	1089	-	108	325	332	757	413	437	755	272	62
Effective Weighted Sample	931	931	332	931	-	93	280	287	646	352	375	646	232	53
Total	1129	1129	409	1129	-	120	365	372	757	444	441	792	274	63
Agree	921	921	339	921	**	95	287	291	630	357	359	687	194	**
	82%	82%	83%	82%	**	79%	79%	78%	83%	80%	81%	87% b	71%	**
Neither agree nor disagree	157	157	55	157	**	22	62	63	93	62	62	81	60	**
	14%	14%	13%	14%	**	18%	17%	17%	12%	14%	14%	10%	22% a	**
Disagree	37	37	7	37	**	3	12	13	24	18	15	15	14	**
	3%	3%	2%	3%	**	3%	3%	4%	3%	4%	3%	2%	5% a	**
Don't know	14	14	8	14	**	*	4	4	10	8	5	10	5	**
	1%	1%	2%	1%	**	*%	1%	1%	1%	2%	1%	1%	2%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28C. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1089	658	264	167	930	152	228	803
Effective Weighted Sample	931	557	225	150	793	134	197	687
Total	1129	691	257	181	939	181	239	834
Agree	921	596	188	137	774	138	188	690
	82%	86%	73%	76%	82%	76%	79%	83%
		bc						
Neither agree nor disagree	157	70	50	37	120	36	34	113
	14%	10%	19%	21%	13%	20%	14%	14%
			a	a		a		
Disagree	37	17	16	4	32	5	14	22
	3%	2%	6%	2%	3%	3%	6%	3%
			a				b	
Don't know	14	8	4	2	13	2	3	9
	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 79

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	~e	~f	a	b	c
Unweighted total	1089	728	243	118	524	565	352	376	115	128	57	61	280	664	138
Effective Weighted Sample	931	628	205	103	444	487	303	325	96	110	48	55	241	567	120
Total	1129	776	212	141	532	597	371	405	96	116	65	76	279	689	158
Agree	943	676	160	107	431	511	314	361	67	93	**	**	248	574	118
	83%	87%	75%	76%	81%	86%	85%	89%	70%	80%	**	**	89%	83%	75%
		bc					c	cd					bc	c	
Neither agree nor disagree	154	87	38	29	84	70	52	36	18	20	**	**	27	92	34
	14%	11%	18%	21%	16%	12%	14%	9%	19%	17%	**	**	10%	13%	21%
			a	a			b		b	b					ab
Disagree	21	10	8	3	12	9	4	6	8	1	**	**	3	15	3
	2%	1%	4%	2%	2%	2%	1%	1%	8%	1%	**	**	1%	2%	2%
			a						abd						
Don't know	12	3	6	2	5	7	1	2	3	4	**	**	2	7	3
	1%	*%	3%	2%	1%	1%	*%	1%	3%	3%	**	**	1%	1%	2%
			a						a	ab					

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	c	~d	e	~f
Unweighted total	1089	761	116	147	65	344	270	219	250	1089	207	606	82	1089	-
Effective Weighted Sample	931	723	115	147	65	294	232	186	213	931	178	517	69	931	-
Total	1129	961	78	54	37	355	288	226	254	1129	222	650	93	1129	-
Agree	943	797	68	44	**	296	248	191	202	943	195	534	**	943	**
	83%	83%	88%	82%	**	83%	86%	84%	79%	83%	88%	82%	**	83%	**
Neither agree nor disagree	154	137	8	7	**	50	36	28	40	154	27	98	**	154	**
	14%	14%	10%	14%	**	14%	13%	12%	16%	14%	12%	15%	**	14%	**
Disagree	21	17	1	2	**	7	3	5	6	21	*	12	**	21	**
	2%	2%	1%	4%	**	2%	1%	2%	3%	2%	*%	2%	**	2%	**
Don't know	12	10	1	*	**	2	1	2	6	12	*	7	**	12	**
	1%	1%	2%	1%	**	1%	*%	1%	2%	1%	*%	1%	**	1%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	1089	1089	391	1089	-	108	325	332	757	413	437	755	272	62
Effective Weighted Sample	931	931	332	931	-	93	280	287	646	352	375	646	232	53
Total	1129	1129	409	1129	-	120	365	372	757	444	441	792	274	63
Agree	943	943	336	943	**	100	295	300	643	363	370	687	215	**
	83%	83%	82%	83%	**	83%	81%	81%	85%	82%	84%	87%	79%	**
												b		
Neither agree nor disagree	154	154	60	154	**	18	60	62	92	68	56	90	48	**
	14%	14%	15%	14%	**	15%	17%	17%	12%	15%	13%	11%	17%	**
												a		
Disagree	21	21	9	21	**	1	6	6	16	8	11	11	7	**
	2%	2%	2%	2%	**	1%	2%	2%	2%	2%	2%	1%	3%	**
Don't know	12	12	4	12	**	1	4	4	7	7	5	5	4	**
	1%	1%	1%	1%	**	1%	1%	1%	1%	2%	1%	1%	1%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28D. Do you agree or disagree with each of these things about CBeebies and your child? "There are lots of different types of CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1089	658	264	167	930	152	228	803
Effective Weighted Sample	931	557	225	150	793	134	197	687
Total	1129	691	257	181	939	181	239	834
Agree	943	612	192	138	795	140	192	706
	83%	89%	75%	76%	85%	77%	80%	85%
		bc			b			
Neither agree nor disagree	154	68	47	38	118	34	32	111
	14%	10%	18%	21%	13%	19%	14%	13%
			a	a		a		
Disagree	21	7	15	-	18	3	8	13
	2%	1%	6%	-%	2%	2%	3%	2%
			ac					
Don't know	12	4	3	5	8	4	6	4
	1%	1%	1%	3%	1%	2%	3%	*%
				a			b	

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 80

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	~e	~f	a	b	c
Significance Level: 95%															
Unweighted total	1089	728	243	118	524	565	352	376	115	128	57	61	280	664	138
Effective Weighted Sample	931	628	205	103	444	487	303	325	96	110	48	55	241	567	120
Total	1129	776	212	141	532	597	371	405	96	116	65	76	279	689	158
Agree	472	286	111	74	223	249	129	157	55	56	**	**	103	282	87
	42%	37%	53%	53%	42%	42%	35%	39%	58%	48%	**	**	37%	41%	55%
			a	a					ab	a					ab
Neither agree nor disagree	269	186	51	31	141	127	103	83	21	31	**	**	63	172	32
	24%	24%	24%	22%	27%	21%	28%	20%	21%	26%	**	**	23%	25%	20%
							b								
Disagree	380	297	48	35	164	216	136	160	19	29	**	**	111	229	38
	34%	38%	23%	25%	31%	36%	37%	40%	19%	25%	**	**	40%	33%	24%
		bc					cd	cd					c	c	
Don't know	8	7	2	-	3	5	2	5	1	1	**	**	2	5	*
	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	**	**	1%	1%	-%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 80

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	~d	a	b	c	d	a	b	c	~d	e	~f
Significance Level: 95%															
Unweighted total	1089	761	116	147	65	344	270	219	250	1089	207	606	82	1089	-
Effective Weighted Sample	931	723	115	147	65	294	232	186	213	931	178	517	69	931	-
Total	1129	961	78	54	37	355	288	226	254	1129	222	650	93	1129	-
Agree	472	408	29	21	**	174	108	86	104	472	105	283	**	472	**
	42%	42%	38%	39%	**	49%	38%	38%	41%	42%	47%	43%	**	42%	**
						bc									
Neither agree nor disagree	269	222	21	14	**	75	70	60	62	269	51	145	**	269	**
	24%	23%	28%	26%	**	21%	24%	26%	24%	24%	23%	22%	**	24%	**
Disagree	380	325	26	18	**	107	108	76	85	380	66	219	**	380	**
	34%	34%	33%	33%	**	30%	38%	34%	33%	34%	30%	34%	**	34%	**
Don't know	8	6	1	1	**	-	1	4	3	8	1	4	**	8	**
	1%	1%	2%	2%	**	-%	*%	2%	1%	1%	*%	1%	**	1%	**
								a							

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 80

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	1089	1089	391	1089	-	108	325	332	757	413	437	755	272	62
Effective Weighted Sample	931	931	332	931	-	93	280	287	646	352	375	646	232	53
Total	1129	1129	409	1129	-	120	365	372	757	444	441	792	274	63
Agree	472	472	183	472	**	64	193	197	276	231	152	329	113	**
	42%	42%	45%	42%	**	53%	53%	53%	36%	52%	34%	42%	41%	**
						d	d	d		b				
Neither agree nor disagree	269	269	93	269	**	27	76	78	190	96	112	181	76	**
	24%	24%	23%	24%	**	22%	21%	21%	25%	22%	25%	23%	28%	**
Disagree	380	380	129	380	**	29	96	96	283	114	172	277	83	**
	34%	34%	32%	34%	**	25%	26%	26%	37%	26%	39%	35%	30%	**
									abc		a			
Don't know	8	8	4	8	**	-	1	1	8	2	5	4	2	**
	1%	1%	1%	1%	**	-%	*%	*%	1%	*%	1%	1%	1%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1089	658	264	167	930	152	228	803
Effective Weighted Sample	931	557	225	150	793	134	197	687
Total	1129	691	257	181	939	181	239	834
Agree	472	287	124	61	402	69	127	331
	42%	41%	48%	34%	43%	38%	53%	40%
			c				b	
Neither agree nor disagree	269	150	58	61	216	51	56	193
	24%	22%	23%	34%	23%	28%	23%	23%
				ab				
Disagree	380	252	73	55	314	59	54	305
	34%	36%	28%	30%	33%	32%	23%	37%
		b						a
Don't know	8	3	2	4	6	2	2	6
	1%	*%	1%	2%	1%	1%	1%	1%
				a				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	~e	~f	~a	b	c
Significance Level: 95%															
Unweighted total	811	293	340	178	372	439	137	156	156	184	79	99	74	518	214
Effective Weighted Sample	690	252	293	154	318	372	119	133	136	157	67	86	63	441	184
Total	834	325	306	203	384	449	155	170	140	166	89	114	74	519	237
Agree	555	217	204	134	266	289	110	107	91	113	**	**	**	348	155
	67%	67%	67%	66%	69%	64%	71%	63%	65%	69%	**	**	**	67%	66%
Neither agree nor disagree	232	85	87	60	96	136	33	52	43	44	**	**	**	141	71
	28%	26%	28%	30%	25%	30%	21%	31%	30%	27%	**	**	**	27%	30%
Disagree	38	18	13	7	19	19	11	8	7	7	**	**	**	25	9
	5%	6%	4%	3%	5%	4%	7%	4%	5%	4%	**	**	**	5%	4%
Don't know	8	5	1	2	3	5	2	3	-	1	**	**	**	5	2
	1%	2%	*%	1%	1%	1%	1%	2%	-%	1%	**	**	**	1%	1%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	~b	~c	~d	a	b	c	d	a	b	c	~d	e	~f
Significance Level: 95%															
Unweighted total	811	579	95	98	39	279	217	147	167	811	227	508	75	811	-
Effective Weighted Sample	690	542	94	98	39	240	186	122	142	690	194	429	63	690	-
Total	834	714	62	36	22	294	228	145	167	834	241	532	87	834	-
Agree	555	482	**	**	**	215	131	98	111	555	176	386	**	555	**
	67%	67%	**	**	**	73%	58%	68%	66%	67%	73%	73%	**	67%	**
						b						ae			
Neither agree nor disagree	232	196	**	**	**	69	80	39	44	232	55	123	**	232	**
	28%	27%	**	**	**	23%	35%	27%	26%	28%	23%	23%	**	28%	**
						a									
Disagree	38	30	**	**	**	10	15	8	5	38	8	19	**	38	**
	5%	4%	**	**	**	3%	7%	5%	3%	5%	3%	4%	**	5%	**
Don't know	8	6	**	**	**	-	1	-	7	8	3	4	**	8	**
	1%	1%	**	**	**	-%	1%	-%	4%	1%	1%	1%	**	1%	**
									abc						

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 81

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	811	391	811	811	-	147	426	430	381	504	219	603	174	34
Effective Weighted Sample	690	332	690	690	-	124	363	366	325	429	187	513	150	28
Total	834	409	834	834	-	159	456	459	374	532	212	634	169	31
Agree	555	278	555	555	**	120	345	347	209	376	120	474	73	**
	67%	68%	67%	67%	**	75%	76%	75%	56%	71%	56%	75%	43%	**
						d	d	d		b		b		
Neither agree nor disagree	232	109	232	232	**	34	97	98	134	131	73	141	77	**
	28%	27%	28%	28%	**	21%	21%	21%	36%	25%	34%	22%	46%	**
									abc		a		a	
Disagree	38	18	38	38	**	6	12	12	26	19	17	15	16	**
	5%	4%	5%	5%	**	4%	3%	3%	7%	4%	8%	2%	9%	**
									bc		a		a	
Don't know	8	3	8	8	**	-	2	2	6	5	2	4	3	**
	1%	1%	1%	1%	**	-%	1%	1%	2%	1%	1%	1%	2%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29A. Do you agree or disagree with each of these things about CBBC and your child? "They love CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	811	544	154	113	687	119	179	586
Effective Weighted Sample	690	464	129	99	584	105	154	498
Total	834	576	140	118	686	143	189	597
Agree	555	439	53	63	447	106	132	396
	67%	76%	38%	54%	65%	74%	70%	66%
		bc		b				
Neither agree nor disagree	232	118	66	48	200	30	47	166
	28%	21%	47%	41%	29%	21%	25%	28%
			a	a				
Disagree	38	17	19	2	32	6	8	29
	5%	3%	14%	2%	5%	4%	4%	5%
			ac					
Don't know	8	1	2	4	6	1	2	6
	1%	*%	2%	3%	1%	1%	1%	1%
				a				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	~e	~f	~a	b	c
Significance Level: 95%															
Unweighted total	811	293	340	178	372	439	137	156	156	184	79	99	74	518	214
Effective Weighted Sample	690	252	293	154	318	372	119	133	136	157	67	86	63	441	184
Total	834	325	306	203	384	449	155	170	140	166	89	114	74	519	237
Agree	463	173	160	130	229	234	82	92	82	78	**	**	**	281	145
	56%	53%	52%	64%	60%	52%	53%	54%	59%	47%	**	**	**	54%	61%
				ab	b										
Neither agree nor disagree	188	77	74	37	77	111	36	41	30	44	**	**	**	123	46
	23%	24%	24%	18%	20%	25%	23%	24%	22%	27%	**	**	**	24%	19%
Disagree	139	39	67	33	57	82	18	21	27	40	**	**	**	82	43
	17%	12%	22%	16%	15%	18%	12%	12%	20%	24%	**	**	**	16%	18%
			a							ab					
Don't know	43	36	4	3	21	22	19	17	*	3	**	**	**	32	3
	5%	11%	1%	2%	5%	5%	12%	10%	*%	2%	**	**	**	6%	1%
		bc					cd	cd						c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 82

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	~b	~c	~d	a	b	c	d	a	b	c	~d	e	~f
Significance Level: 95%															
Unweighted total	811	579	95	98	39	279	217	147	167	811	227	508	75	811	-
Effective Weighted Sample	690	542	94	98	39	240	186	122	142	690	194	429	63	690	-
Total	834	714	62	36	22	294	228	145	167	834	241	532	87	834	-
Agree	463	399	**	**	**	201	113	69	80	463	162	345	**	463	**
	56%	56%	**	**	**	68%	49%	48%	48%	56%	67%	65%	**	56%	**
						bcd					ae	ae			
Neither agree nor disagree	188	165	**	**	**	49	58	42	40	188	46	109	**	188	**
	23%	23%	**	**	**	17%	25%	29%	24%	23%	19%	21%	**	23%	**
						a	a								
Disagree	139	113	**	**	**	39	44	26	30	139	21	59	**	139	**
	17%	16%	**	**	**	13%	19%	18%	18%	17%	9%	11%	**	17%	**
										bc				bc	
Don't know	43	38	**	**	**	6	13	8	17	43	12	19	**	43	**
	5%	5%	**	**	**	2%	6%	5%	10%	5%	5%	3%	**	5%	**
						a	a		a						

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 82

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	811	391	811	811	-	147	426	430	381	504	219	603	174	34
Effective Weighted Sample	690	332	690	690	-	124	363	366	325	429	187	513	150	28
Total	834	409	834	834	-	159	456	459	374	532	212	634	169	31
Agree	463	237	463	463	**	113	324	324	139	339	82	395	64	**
	56%	58%	56%	56%	**	71%	71%	71%	37%	64%	38%	62%	38%	**
						d	d	d		b		b		
Neither agree nor disagree	188	85	188	188	**	32	84	86	102	109	60	134	46	**
	23%	21%	23%	23%	**	20%	18%	19%	27%	20%	28%	21%	27%	**
									bc		a			
Disagree	139	61	139	139	**	14	44	44	95	69	52	74	50	**
	17%	15%	17%	17%	**	9%	10%	10%	25%	13%	25%	12%	30%	**
									abc		a		a	
Don't know	43	26	43	43	**	*	5	5	38	15	18	31	9	**
	5%	6%	5%	5%	**	%	1%	1%	10%	3%	9%	5%	5%	**
									abc		a			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	811	544	154	113	687	119	179	586
Effective Weighted Sample	690	464	129	99	584	105	154	498
Total	834	576	140	118	686	143	189	597
Agree	463	368	42	53	381	82	112	328
	56%	64%	30%	45%	56%	57%	59%	55%
		bc		b				
Neither agree nor disagree	188	117	39	32	149	37	33	139
	23%	20%	28%	27%	22%	25%	17%	23%
Disagree	139	67	50	22	119	18	30	103
	17%	12%	35%	19%	17%	13%	16%	17%
			ac					
Don't know	43	22	10	11	37	6	14	27
	5%	4%	7%	10%	5%	4%	8%	5%
				a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 83

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	~e	~f	~a	b	c
Unweighted total	811	293	340	178	372	439	137	156	156	184	79	99	74	518	214
Effective Weighted Sample	690	252	293	154	318	372	119	133	136	157	67	86	63	441	184
Total	834	325	306	203	384	449	155	170	140	166	89	114	74	519	237
Agree	623	257	225	141	305	319	125	132	109	116	**	**	**	393	169
	75%	79%	74%	70%	79%	71%	80%	78%	78%	70%	**	**	**	76%	71%
		c			b										
Neither agree nor disagree	170	56	62	52	64	106	23	33	26	36	**	**	**	103	57
	20%	17%	20%	25%	17%	24%	15%	20%	18%	22%	**	**	**	20%	24%
					a										
Disagree	17	4	7	6	6	11	3	1	2	5	**	**	**	7	6
	2%	1%	2%	3%	2%	2%	2%	1%	1%	3%	**	**	**	1%	3%
Don't know	23	8	11	4	9	14	5	3	3	8	**	**	**	16	5
	3%	2%	4%	2%	2%	3%	3%	2%	2%	5%	**	**	**	3%	2%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	~b	~c	~d	a	b	c	d	a	b	c	~d	e	~f
Significance Level: 95%															
Unweighted total	811	579	95	98	39	279	217	147	167	811	227	508	75	811	-
Effective Weighted Sample	690	542	94	98	39	240	186	122	142	690	194	429	63	690	-
Total	834	714	62	36	22	294	228	145	167	834	241	532	87	834	-
Agree	623	533	**	**	**	240	165	108	110	623	186	414	**	623	**
	75%	75%	**	**	**	82%	72%	74%	66%	75%	77%	78%	**	75%	**
						bd									
Neither agree nor disagree	170	146	**	**	**	52	48	32	38	170	49	102	**	170	**
	20%	21%	**	**	**	18%	21%	22%	23%	20%	20%	19%	**	20%	**
Disagree	17	13	**	**	**	-	5	4	9	17	1	8	**	17	**
	2%	2%	**	**	**	-	2%	3%	5%	2%	1%	2%	**	2%	**
							a	a	a						
Don't know	23	21	**	**	**	2	10	1	9	23	4	9	**	23	**
	3%	3%	**	**	**	1%	4%	1%	6%	3%	2%	2%	**	3%	**
							a		ac						

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 83

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	811	391	811	811	-	147	426	430	381	504	219	603	174	34
Effective Weighted Sample	690	332	690	690	-	124	363	366	325	429	187	513	150	28
Total	834	409	834	834	-	159	456	459	374	532	212	634	169	31
Agree	623	314	623	623	**	124	355	357	266	405	148	507	102	**
	75%	77%	75%	75%	**	78%	78%	78%	71%	76%	70%	80%	60%	**
							d					b		
Neither agree nor disagree	170	80	170	170	**	32	86	87	83	109	49	113	46	**
	20%	19%	20%	20%	**	20%	19%	19%	22%	21%	23%	18%	27%	**
												a		
Disagree	17	7	17	17	**	-	7	7	10	10	5	3	10	**
	2%	2%	2%	2%	**	-%	2%	2%	3%	2%	3%	1%	6%	**
												a		
Don't know	23	7	23	23	**	3	8	8	15	7	10	10	12	**
	3%	2%	3%	3%	**	2%	2%	2%	4%	1%	5%	2%	7%	**
											a		a	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	811	544	154	113	687	119	179	586
Effective Weighted Sample	690	464	129	99	584	105	154	498
Total	834	576	140	118	686	143	189	597
Agree	623	461	83	80	519	100	140	453
	75%	80%	59%	68%	76%	70%	74%	76%
		bc						
Neither agree nor disagree	170	101	37	33	131	38	40	116
	20%	18%	26%	28%	19%	26%	21%	19%
			a	a				
Disagree	17	2	14	1	13	5	4	12
	2%	*%	10%	1%	2%	3%	2%	2%
			ac					
Don't know	23	12	7	4	23	1	5	16
	3%	2%	5%	3%	3%	*%	3%	3%

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 84

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	~e	~f	~a	b	c
Unweighted total	811	293	340	178	372	439	137	156	156	184	79	99	74	518	214
Effective Weighted Sample	690	252	293	154	318	372	119	133	136	157	67	86	63	441	184
Total	834	325	306	203	384	449	155	170	140	166	89	114	74	519	237
Agree	674	267	249	159	318	356	126	141	122	127	**	**	**	426	188
	81%	82%	81%	78%	83%	79%	81%	83%	87%	77%	**	**	**	82%	79%
Neither agree nor disagree	127	48	46	34	57	71	24	24	17	29	**	**	**	76	40
	15%	15%	15%	17%	15%	16%	15%	14%	12%	18%	**	**	**	15%	17%
Disagree	18	5	4	8	5	13	2	3	1	3	**	**	**	9	8
	2%	2%	1%	4%	1%	3%	1%	2%	1%	2%	**	**	**	2%	3%
Don't know	14	5	7	2	4	10	3	2	1	7	**	**	**	8	1
	2%	2%	2%	1%	1%	2%	2%	1%	*%	4%	**	**	**	2%	1%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	~b	~c	~d	a	b	c	d	a	b	c	~d	e	~f
Unweighted total	811	579	95	98	39	279	217	147	167	811	227	508	75	811	-
Effective Weighted Sample	690	542	94	98	39	240	186	122	142	690	194	429	63	690	-
Total	834	714	62	36	22	294	228	145	167	834	241	532	87	834	-
Agree	674	577	**	**	**	247	181	122	123	674	203	443	**	674	**
	81%	81%	**	**	**	84%	79%	84%	74%	81%	84%	83%	**	81%	**
						d		d							
Neither agree nor disagree	127	111	**	**	**	37	39	20	31	127	36	71	**	127	**
	15%	16%	**	**	**	13%	17%	14%	19%	15%	15%	13%	**	15%	**
Disagree	18	14	**	**	**	5	6	3	4	18	2	15	**	18	**
	2%	2%	**	**	**	2%	3%	2%	3%	2%	1%	3%	**	2%	**
Don't know	14	12	**	**	**	4	2	-	8	14	1	3	**	14	**
	2%	2%	**	**	**	2%	1%	-%	5%	2%	*%	1%	**	2%	**
									bc						

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 84

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	811	391	811	811	-	147	426	430	381	504	219	603	174	34
Effective Weighted Sample	690	332	690	690	-	124	363	366	325	429	187	513	150	28
Total	834	409	834	834	-	159	456	459	374	532	212	634	169	31
Agree	674	338	674	674	**	132	381	383	291	440	167	543	113	**
	81%	83%	81%	81%	**	83%	84%	83%	78%	83%	78%	86%	67%	**
												b		
Neither agree nor disagree	127	59	127	127	**	22	57	58	69	73	39	77	42	**
	15%	14%	15%	15%	**	14%	13%	13%	19%	14%	19%	12%	25%	**
									bc				a	
Disagree	18	7	18	18	**	4	12	12	6	13	3	9	7	**
	2%	2%	2%	2%	**	3%	3%	3%	2%	3%	2%	1%	4%	**
													a	
Don't know	14	4	14	14	**	1	6	6	8	5	3	5	7	**
	2%	1%	2%	2%	**	*%	1%	1%	2%	1%	1%	1%	4%	**
													a	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29D. Do you agree or disagree with each of these things about CBBC and your child? "There are lots of different types of CBBC programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	811	544	154	113	687	119	179	586
Effective Weighted Sample	690	464	129	99	584	105	154	498
Total	834	576	140	118	686	143	189	597
Agree	674	500	83	91	552	118	146	495
	81%	87%	59%	77%	81%	82%	77%	83%
		bc		b				
Neither agree nor disagree	127	65	42	20	106	20	35	82
	15%	11%	30%	17%	16%	14%	18%	14%
			ac					
Disagree	18	6	9	3	15	3	3	11
	2%	1%	7%	3%	2%	2%	2%	2%
			a					
Don't know	14	4	6	4	12	2	5	9
	2%	1%	4%	3%	2%	2%	3%	1%
			a	a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 85

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	~e	~f	~a	b	c
Unweighted total	811	293	340	178	372	439	137	156	156	184	79	99	74	518	214
Effective Weighted Sample	690	252	293	154	318	372	119	133	136	157	67	86	63	441	184
Total	834	325	306	203	384	449	155	170	140	166	89	114	74	519	237
Agree	337	119	120	98	169	168	62	57	61	59	**	**	**	194	119
	40%	37%	39%	48%	44%	37%	40%	34%	43%	36%	**	**	**	37%	50%
				a											b
Neither agree nor disagree	250	107	94	49	112	137	48	59	47	47	**	**	**	159	58
	30%	33%	31%	24%	29%	31%	31%	34%	33%	28%	**	**	**	31%	24%
Disagree	233	90	89	54	101	133	45	46	32	57	**	**	**	155	59
	28%	28%	29%	26%	26%	30%	29%	27%	23%	35%	**	**	**	30%	25%
										c					
Don't know	14	9	3	2	3	11	1	8	1	2	**	**	**	11	2
	2%	3%	1%	1%	1%	2%	*%	5%	*%	1%	**	**	**	2%	1%
							ac								

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	~b	~c	~d	a	b	c	d	a	b	c	~d	e	~f
Unweighted total	811	579	95	98	39	279	217	147	167	811	227	508	75	811	-
Effective Weighted Sample	690	542	94	98	39	240	186	122	142	690	194	429	63	690	-
Total	834	714	62	36	22	294	228	145	167	834	241	532	87	834	-
Agree	337	286	**	**	**	131	81	68	57	337	104	222	**	337	**
	40%	40%	**	**	**	45%	36%	47%	34%	40%	43%	42%	**	40%	**
						d		d							
Neither agree nor disagree	250	219	**	**	**	77	70	39	64	250	64	150	**	250	**
	30%	31%	**	**	**	26%	31%	27%	38%	30%	27%	28%	**	30%	**
						a									
Disagree	233	201	**	**	**	83	70	37	43	233	69	154	**	233	**
	28%	28%	**	**	**	28%	31%	26%	26%	28%	28%	29%	**	28%	**
Don't know	14	9	**	**	**	3	7	1	3	14	4	6	**	14	**
	2%	1%	**	**	**	1%	3%	1%	2%	2%	2%	1%	**	2%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	~d	a	b	c	d	a	b	a	b	~c
Unweighted total	811	391	811	811	-	147	426	430	381	504	219	603	174	34
Effective Weighted Sample	690	332	690	690	-	124	363	366	325	429	187	513	150	28
Total	834	409	834	834	-	159	456	459	374	532	212	634	169	31
Agree	337	147	337	337	**	73	215	215	122	232	77	245	75	**
	40%	36%	40%	40%	**	46%	47%	47%	33%	44%	36%	39%	44%	**
						d	d	d						
Neither agree nor disagree	250	127	250	250	**	31	108	111	139	138	75	181	61	**
	30%	31%	30%	30%	**	20%	24%	24%	37%	26%	35%	29%	36%	**
									abc		a			
Disagree	233	127	233	233	**	54	130	131	102	158	53	199	29	**
	28%	31%	28%	28%	**	34%	29%	28%	27%	30%	25%	31%	17%	**
												b		
Don't know	14	8	14	14	**	-	3	3	10	4	7	8	4	**
	2%	2%	2%	2%	**	-%	1%	1%	3%	1%	3%	1%	3%	**
									bc		a			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	811	544	154	113	687	119	179	586
Effective Weighted Sample	690	464	129	99	584	105	154	498
Total	834	576	140	118	686	143	189	597
Agree	337	228	68	41	276	59	94	228
	40%	40%	48%	35%	40%	41%	50%	38%
			c				b	
Neither agree nor disagree	250	154	49	46	210	38	61	161
	30%	27%	35%	39%	31%	27%	32%	27%
				a				
Disagree	233	187	20	27	188	44	31	197
	28%	32%	14%	23%	27%	31%	17%	33%
		b						a
Don't know	14	7	4	3	12	1	3	10
	2%	1%	3%	3%	2%	1%	1%	2%

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 86

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
1 - Dislike a lot	205 5%	96 6% bc	52 4%	57 4%	106 5%	99 4%	57 7% cdef	38 5%	23 4%	29 5%	26 3%	31 4%	31 7% c	108 5%	65 4%
2	221 5%	87 5%	62 5%	72 4%	132 6% b	89 4%	56 7% bf	31 4%	33 5%	29 5%	43 5%	29 4%	18 4%	121 5%	80 5%
3 - Neutral	1606 36%	565 35%	472 37%	570 35%	767 34%	840 37% a	253 31%	312 39% a	233 36%	238 37% a	281 35%	289 36%	158 35%	803 35%	630 36%
4	1798 40%	609 38%	521 41%	668 42%	899 40%	899 40%	303 38%	306 38%	254 40%	267 42%	342 43%	325 40%	175 39%	893 39%	722 41%
5 - Like a lot	670 15%	251 16%	178 14%	241 15%	346 15%	324 14%	135 17% d	116 14%	99 15%	80 12%	112 14%	129 16%	71 16%	338 15%	261 15%
TOTAL DISLIKE THE BBC	426 9%	182 11% bc	115 9%	129 8%	239 11% b	187 8%	113 14% bcdef	69 9%	56 9%	58 9%	69 9%	60 7%	49 11%	229 10%	145 8%
TOTAL LIKE THE BBC	2468 55%	860 54%	700 54%	908 57%	1245 55%	1223 54%	438 54%	422 53%	353 55%	346 54%	454 56%	454 57%	246 54%	1231 54%	983 56%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 86

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
1 - Dislike a lot	205	150	30	14	11	36	43	50	75	38	3	22	-	49	156
	5%	4%	7%	6%	6%	3%	4%	5%	7%	2%	*%	1%	-%	2%	11%
			a	a				a	ab	b				b	abcde
2	221	175	25	11	9	40	55	51	75	62	16	55	-	95	125
	5%	5%	6%	5%	5%	3%	5%	5%	7%	3%	2%	3%	-%	3%	9%
								a	ab			d		d	abcde
3 - Neutral	1606	1284	157	88	78	334	460	347	461	605	135	448	19	857	749
	36%	35%	39%	39%	44%	27%	38%	37%	42%	25%	19%	24%	10%	28%	52%
			a	a	a		a	a	abc	bd	d	bd		abcd	abcde
4	1798	1510	144	83	60	551	535	351	353	1170	367	907	74	1449	349
	40%	41%	36%	37%	34%	44%	44%	38%	32%	49%	50%	48%	40%	47%	24%
		bd				cd	cd	d		df	df	f	f	f	
5 - Like a lot	670	579	45	26	20	287	126	132	123	532	207	462	93	610	60
	15%	16%	11%	12%	11%	23%	10%	14%	11%	22%	28%	24%	50%	20%	4%
		bc				bcd		b		f	aef	ef	abcef	f	
TOTAL DISLIKE THE BBC	426	326	55	25	20	76	98	101	150	100	20	77	-	144	282
	9%	9%	14%	11%	11%	6%	8%	11%	14%	4%	3%	4%	-%	5%	20%
			a	a				ab	ab	d		d		bd	abcde
TOTAL LIKE THE BBC	2468	2089	189	110	80	838	661	483	476	1702	575	1369	167	2058	409
	55%	56%	47%	49%	45%	67%	54%	52%	44%	71%	79%	72%	90%	67%	28%
		bcd				bcd	d	d		ef	acef	ef	abcef	f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 86

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
1 - Dislike a lot	205	28	10	30	175	4	11	11	194	34	140	-	-	205
	5%	2%	1%	2%	6%	1%	1%	1%	6%	2%	8%	-%	-%	48%
					abc				abc		a			ab
2	221	35	20	43	178	6	26	27	194	66	129	-	-	221
	5%	3%	2%	3%	6%	2%	2%	2%	6%	3%	7%	-%	-%	52%
					abc				abc		a			ab
3 - Neutral	1606	274	169	381	1225	68	251	261	1345	606	825	-	1606	-
	36%	24%	20%	25%	42%	18%	20%	20%	42%	28%	45%	-%	100%	-%
				b	abc				abc		a		ac	
4	1798	513	397	729	1069	175	604	619	1179	997	618	1798	-	-
	40%	45%	48%	47%	36%	46%	48%	48%	37%	46%	33%	73%	-%	-%
		d	d	d		d	d	d		b		bc		
5 - Like a lot	670	280	237	371	299	129	359	360	310	465	135	670	-	-
	15%	25%	28%	24%	10%	34%	29%	28%	10%	21%	7%	27%	-%	-%
		d	cd	d		d	d	d		b		bc		
TOTAL DISLIKE THE BBC	426	63	31	74	352	10	37	38	388	100	269	-	-	426
	9%	6%	4%	5%	12%	3%	3%	3%	12%	5%	15%	-%	-%	100%
					abc				abc		a			ab
TOTAL LIKE THE BBC	2468	792	634	1100	1368	304	963	979	1488	1462	753	2468	-	-
	55%	70%	76%	71%	46%	80%	77%	77%	46%	67%	41%	100%	-%	-%
		d	acd	d		d	d	d		b		bc		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q30. Please think about everything the BBC does across the different TV channels, iPlayer, radio stations, sites and apps. Which one of these faces best describes how much you think your child likes the BBC? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
1 - Dislike a lot	205	3	197	5	175	27	51	148
	5%	*%	12%	1%	5%	4%	5%	5%
			ac					
2	221	14	195	12	192	28	51	165
	5%	1%	12%	1%	5%	4%	5%	5%
			ac					
3 - Neutral	1606	279	921	406	1417	182	374	1156
	36%	13%	57%	51%	37%	29%	37%	35%
			ac	a	b			
4	1798	1184	282	332	1514	275	384	1326
	40%	57%	17%	42%	39%	44%	38%	40%
		bc		b		a		
5 - Like a lot	670	605	26	39	560	107	143	489
	15%	29%	2%	5%	15%	17%	14%	15%
		bc		b				
TOTAL DISLIKE THE BBC	426	17	392	16	367	55	102	314
	9%	1%	24%	2%	10%	9%	10%	10%
			ac	a				
TOTAL LIKE THE BBC	2468	1789	307	372	2074	382	527	1815
	55%	86%	19%	47%	54%	62%	53%	55%
		bc		b		a		

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 87

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	~b	~c	a	b	a	b	~c	~d	~e	~f	a	b	~c
Significance Level: 95%															
Unweighted total	1514	1514	-	-	754	760	754	760	-	-	-	-	471	1027	-
Effective Weighted Sample	1295	1295	-	-	646	649	646	649	-	-	-	-	401	886	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	453	1140	-
1 - Dislike a lot	75	75	**	**	46	29	46	29	**	**	**	**	24	51	**
	5%	5%	**	**	6%	4%	6%	4%	**	**	**	**	5%	5%	**
2	66	66	**	**	38	27	38	27	**	**	**	**	15	51	**
	4%	4%	**	**	5%	3%	5%	3%	**	**	**	**	3%	4%	**
3 - Neutral	426	426	**	**	197	229	197	229	**	**	**	**	126	294	**
	27%	27%	**	**	25%	28%	25%	28%	**	**	**	**	28%	26%	**
4	680	680	**	**	338	342	338	342	**	**	**	**	185	489	**
	42%	42%	**	**	42%	43%	42%	43%	**	**	**	**	41%	43%	**
5 - Like a lot	360	360	**	**	184	176	184	176	**	**	**	**	104	255	**
	22%	22%	**	**	23%	22%	23%	22%	**	**	**	**	23%	22%	**
TOTAL DISLIKE THE BBC	141	141	**	**	85	56	85	56	**	**	**	**	38	102	**
	9%	9%	**	**	11%	7%	11%	7%	**	**	**	**	8%	9%	**
					b		b								
TOTAL LIKE THE BBC	1040	1040	**	**	522	519	522	519	**	**	**	**	289	744	**
	65%	65%	**	**	65%	65%	65%	65%	**	**	**	**	64%	65%	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 87

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Significance Level: 95%															
Unweighted total	1514	994	206	209	105	412	416	322	355	939	195	536	53	1072	442
Effective Weighted Sample	1295	959	204	209	105	351	356	276	305	812	169	462	47	924	372
Total	1607	1324	143	78	61	424	453	343	379	1016	220	599	66	1160	447
1 - Dislike a lot	75	53	12	6	4	13	17	17	27	19	-	8	**	21	54
	5%	4%	8%	7%	7%	3%	4%	5%	7%	2%	-%	1%	**	2%	12%
			a	a					a						abce
2	66	52	8	3	3	7	18	22	19	18	*	14	**	24	41
	4%	4%	6%	4%	5%	2%	4%	6%	5%	2%	*%	2%	**	2%	9%
							a	a	a						abce
3 - Neutral	426	339	46	23	18	93	111	95	124	216	36	108	**	257	169
	27%	26%	32%	30%	29%	22%	25%	28%	33%	21%	16%	18%	**	22%	38%
									ab						abce
4	680	572	53	32	24	198	216	119	145	475	100	262	**	540	141
	42%	43%	37%	40%	40%	47%	48%	35%	38%	47%	46%	44%	**	47%	31%
						cd	cd			f	f	f		f	
5 - Like a lot	360	309	25	15	12	114	90	91	64	288	84	207	**	318	42
	22%	23%	17%	19%	19%	27%	20%	26%	17%	28%	38%	35%	**	27%	9%
						bd		d		f	aef	aef		f	
TOTAL DISLIKE THE BBC	141	105	20	9	7	19	36	39	46	37	*	22	**	45	95
	9%	8%	14%	11%	12%	5%	8%	11%	12%	4%	*%	4%	**	4%	21%
			a					a	a	b		b		b	abce
TOTAL LIKE THE BBC	1040	881	77	46	36	311	306	209	209	763	184	469	**	857	183
	65%	67%	54%	59%	59%	74%	68%	61%	55%	75%	83%	78%	**	74%	41%
		bc				cd	d			f	aef	f		f	

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 87

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	~a	b	c	d	a	b	a	b	c
Unweighted total	1514	728	293	817	697	46	256	260	1254	342	799	784	556	174
Effective Weighted Sample	1295	628	252	707	588	41	225	228	1069	301	682	677	472	147
Total	1607	776	325	879	728	56	308	311	1296	409	826	860	565	182
1 - Dislike a lot	75 5%	17 2%	5 2%	17 2%	58 8% abc	** **	3 1%	3 1%	72 6% bc	7 2%	45 5% a	- -%	3 *%	72 40% ab
2	66 4%	9 1%	3 1%	12 1%	54 7% abc	** **	3 1%	3 1%	62 5% bc	5 1%	51 6% a	- -%	22 4% a	43 24% ab
3 - Neutral	426 27%	176 23% b	53 16%	193 22%	233 32% abc	** **	47 15%	48 15%	379 29% bc	70 17%	261 32% a	64 7%	309 55% ac	54 30% a
4	680 42%	357 46% d	154 47% d	410 47% d	270 37%	** **	127 41%	130 42%	550 42%	177 43%	345 42%	458 53% bc	211 37% c	10 6%
5 - Like a lot	360 22%	217 28% d	111 34% d	247 28% d	113 15%	** **	128 41% d	128 41% d	232 18%	150 37% b	124 15%	338 39% bc	20 3%	3 1%
TOTAL DISLIKE THE BBC	141 9%	26 3%	8 2%	29 3%	112 15% abc	** **	6 2%	6 2%	134 10% bc	11 3%	96 12% a	- -%	25 4% a	115 63% ab
TOTAL LIKE THE BBC	1040 65%	575 74% d	265 81% acd	657 75% d	383 53%	** **	255 83% d	258 83% d	783 60%	327 80% b	469 57%	796 93% bc	231 41% c	13 7%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q31. And which one of these faces best describes how much YOU like what the BBC does for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1514	634	613	267	1326	181	272	1172
Effective Weighted Sample	1295	542	521	232	1132	161	238	997
Total	1607	691	631	286	1376	223	297	1235
1 - Dislike a lot	75	3	72	*	63	11	17	57
	5%	*%	11%	*%	5%	5%	6%	5%
			ac					
2	66	-	62	4	59	6	17	48
	4%	-%	10%	1%	4%	3%	6%	4%
			ac	a				
3 - Neutral	426	65	287	74	363	61	81	323
	27%	9%	46%	26%	26%	27%	27%	26%
			ac	a				
4	680	343	180	157	577	98	121	532
	42%	50%	29%	55%	42%	44%	41%	43%
		b		b				
5 - Like a lot	360	281	30	50	313	47	62	274
	22%	41%	5%	17%	23%	21%	21%	22%
		bc		b				
TOTAL DISLIKE THE BBC	141	3	133	5	123	17	33	105
	9%	*%	21%	2%	9%	8%	11%	9%
			ac					
TOTAL LIKE THE BBC	1040	623	210	207	890	145	182	807
	65%	90%	33%	72%	65%	65%	61%	65%
		bc		b				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 88

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
SUMMARY OF POSITIVE MENTIONS															
Good/ awesome/ unique/ interesting	837 19%	269 17%	245 19%	322 20% a	431 19%	406 18%	140 17%	130 16%	123 19%	122 19%	169 21% b	154 19%	70 15%	405 18%	360 20% a
Educational/ informative	795 18%	541 34% bc	96 7%	157 10% b	411 18%	384 17%	281 35% cdef	260 32% cdef	52 8%	44 7%	78 10%	80 10% d	146 32% bc	473 21% c	172 10%
Good programmes/ good variety	710 16%	248 15%	184 14%	277 17% b	327 15%	383 17% a	118 15%	130 16%	81 13%	104 16%	129 16%	149 19% c	89 20% b	328 14%	291 17%
It's OK	376 8%	74 5%	123 10% a	179 11% a	193 9%	182 8%	41 5%	32 4%	60 9% ab	63 10% ab	92 11% ab	88 11% ab	25 6%	156 7%	192 11% ab
Any positive mention of specific programmes/ categories	354 8%	144 9% c	102 8%	108 7%	168 7%	186 8%	62 8%	82 10% ef	49 8%	53 8%	56 7%	51 6%	50 11% c	184 8%	113 6%
Cool/ fun	232 5%	108 7% bc	62 5%	62 4%	127 6%	105 5%	62 8% def	46 6%	34 5%	27 4%	30 4%	32 4%	33 7% c	133 6% c	65 4%
I like/ love it	223 5%	70 4%	74 6%	80 5%	114 5%	109 5%	36 4%	34 4%	39 6%	35 5%	39 5%	40 5%	14 3%	120 5%	87 5%
Family-friendly/ child-friendly/ age appropriate	79 2%	61 4% bc	9 1%	9 1%	44 2%	35 2%	34 4% cdef	28 3% cdef	2 *% f	6 1% f	8 1% f	1 *% f	22 5% bc	47 2% c	10 1%
No adverts	69 2%	11 1%	16 1%	42 3% ab	32 1%	37 2%	2 *% a	9 1%	9 1% a	7 1%	21 3% ab	21 3% ab	4 1%	20 1%	44 3% b

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 88

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Reliable/ trustworthy	69	24	8	37	35	34	12	12	5	3	18	19	7	25	37
	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%
		b		b				d			cd	cd			b
SUMMARY OF NEGATIVE MENTIONS															
Old fashioned/ outdated/ boring/ serious	314	45	116	153	152	162	19	26	61	55	72	81	16	127	171
	7%	3%	9%	10%	7%	7%	2%	3%	9%	9%	9%	10%	4%	6%	10%
			a	a					ab	ab	ab	ab			ab
Aimed at older age groups/ grown ups	229	113	52	63	98	131	53	61	18	34	27	36	32	120	73
	5%	7%	4%	4%	4%	6%	7%	8%	3%	5%	3%	5%	7%	5%	4%
		bc				a	ce	cef		c			c		
Don't like it/ not interested/ not for me	165	72	34	59	88	78	36	36	19	14	33	27	20	80	65
	4%	4%	3%	4%	4%	3%	4%	5%	3%	2%	4%	3%	4%	4%	4%
		b					d	d							
Prefer other services/ channels	142	78	23	41	63	79	26	52	11	13	26	14	24	73	44
	3%	5%	2%	3%	3%	4%	3%	7%	2%	2%	3%	2%	5%	3%	2%
		bc						acdef					c		
Not much to watch/ not enough variety/ repetitive	106	33	22	50	46	59	15	18	7	15	25	26	14	37	55
	2%	2%	2%	3%	2%	3%	2%	2%	1%	2%	3%	3%	3%	2%	3%
				b							c	c			b
Rip-off/ over-priced/ licence fee	86	14	20	52	49	38	6	8	13	7	29	23	5	24	56
	2%	1%	2%	3%	2%	2%	1%	1%	2%	1%	4%	3%	1%	1%	3%
				ab							abd	abd			ab
Biased - regionally/ politically/ racially/ culturally	29	8	6	16	17	13	3	4	4	3	9	6	2	10	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		*	*				*			*				*	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 88

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Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
NEITHER POSITIVE NOR NEGATIVE															
Don't know/ no opinion/ don't watch enough to comment	748	210	282	256	387	361	114	95	143	139	130	127	57	397	289
	17%	13%	22%	16%	17%	16%	14%	12%	22%	22%	16%	16%	13%	18%	16%
			ac	a					abef	abef	b	b		a	
Other	160	52	55	52	69	91	28	25	23	32	18	34	18	80	59
	4%	3%	4%	3%	3%	4%	3%	3%	4%	5%	2%	4%	4%	4%	3%
										e		e			
ANY POSITIVE MENTIONS	2974	1134	787	1053	1485	1489	568	565	392	395	525	529	320	1499	1139
	66%	71%	61%	66%	66%	66%	71%	70%	61%	61%	65%	66%	71%	66%	65%
		bc		b			cde	cd					c		
ANY NEGATIVE MENTIONS	947	325	242	380	451	496	140	185	120	122	191	188	98	425	417
	21%	20%	19%	24%	20%	22%	17%	23%	19%	19%	24%	23%	22%	19%	24%
				ab				ac			acd	ac			b
NO OPINION	748	210	282	256	387	361	114	95	143	139	130	127	57	397	289
	17%	13%	22%	16%	17%	16%	14%	12%	22%	22%	16%	16%	13%	18%	16%
			ac	a					abef	abef	b	b		a	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 88

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
SUMMARY OF POSITIVE MENTIONS															
Good/ awesome/ unique/ interesting	837 19%	719 19% b	53 13%	36 16%	29 16%	328 26% bcd	178 15%	177 19% bd	150 14%	553 23% f	207 28% aef	509 27% aef	80 43% abcef	704 23% f	133 9%
Educational/ informative	795 18%	649 18%	79 20%	36 16%	31 18%	250 20% cd	230 19% d	152 16%	158 15%	544 23% cf	152 21% f	374 20% f	30 16%	637 21% f	157 11%
Good programmes/ good variety	710 16%	580 16%	66 17%	39 18%	24 14%	180 14%	235 19% ad	149 16%	144 13%	510 21% cf	155 21% cf	333 18% f	27 15% f	587 19% f	123 9%
It's OK	376 8%	313 8%	35 9%	16 7%	12 7%	73 6%	105 9% a	90 10% a	107 10% a	194 8% d	49 7% d	128 7% d	4 2%	252 8% d	124 9% d
Any positive mention of specific programmes/ categories	354 8%	293 8%	30 8%	17 7%	14 8%	102 8%	118 10% d	66 7%	67 6%	228 9% cf	54 7%	142 8% f	11 6%	273 9% f	81 6%
Cool/ fun	232 5%	197 5%	16 4%	9 4%	9 5%	76 6%	54 4%	48 5%	51 5%	179 7% f	46 6% f	135 7% f	13 7% f	208 7% f	24 2%
I like/ love it	223 5%	194 5%	15 4%	9 4%	6 3%	71 6%	58 5%	40 4%	55 5%	163 7% f	51 7% f	141 7% f	19 10% f	193 6% f	30 2%
Family-friendly/ child-friendly/ age appropriate	79 2%	62 2%	9 2%	4 2%	4 2%	23 2% d	30 2% d	17 2% d	8 1%	56 2% f	16 2% f	38 2%	2 1%	64 2% f	15 1%
No adverts	69 2%	57 2%	5 1%	3 1%	4 2%	17 1%	23 2%	17 2%	13 1%	39 2%	12 2%	29 2%	2 1%	50 2%	19 1%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 88

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Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Reliable/ trustworthy	69	58	5	3	3	34	14	10	10	49	14	49	5	59	10
	2%	2%	1%	1%	2%	3%	1%	1%	1%	2%	2%	3%	3%	2%	1%
						bcd				f	f	f	f	f	
SUMMARY OF NEGATIVE MENTIONS															
Old fashioned/ outdated/ boring/ serious	314	258	29	16	10	88	72	66	87	132	34	104	2	180	134
	7%	7%	7%	7%	6%	7%	6%	7%	8%	5%	5%	5%	1%	6%	9%
										d	d	d		d	abcde
Aimed at older age groups/ grown ups	229	190	18	14	6	49	76	27	76	105	27	76	5	136	93
	5%	5%	5%	6%	4%	4%	6%	3%	7%	4%	4%	4%	3%	4%	6%
							ac		ac						abce
Don't like it/ not interested/ not for me	165	132	16	9	8	39	35	39	52	53	13	36	3	74	92
	4%	4%	4%	4%	4%	3%	3%	4%	5%	2%	2%	2%	2%	2%	6%
									b						abcde
Prefer other services/ channels	142	106	18	7	11	33	39	36	33	63	10	28	-	79	63
	3%	3%	4%	3%	6%	3%	3%	4%	3%	3%	1%	2%	-%	3%	4%
			a		ac					c				c	abcde
Not much to watch/ not enough variety/ repetitive	106	82	13	6	4	24	27	32	23	55	11	35	-	70	35
	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	2%	2%	-%	2%	2%
								a							
Rip-off/ over-priced/ licence fee	86	67	11	4	5	21	21	18	27	34	15	35	3	53	34
	2%	2%	3%	2%	3%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%
															a
Biased - regionally/ politically/ racially/ culturally	29	21	5	1	3	13	5	5	6	13	4	13	-	17	12
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
NEITHER POSITIVE NOR NEGATIVE															
Don't know/ no opinion/ don't watch enough to comment	748	584	78	49	38	147	207	160	229	190	64	172	15	289	459
	17%	16%	19%	22%	21%	12%	17%	17%	21%	8%	9%	9%	8%	9%	32%
			a	a	a		a	a	abc						abcde
Other	160	129	17	7	6	48	43	30	38	79	25	64	3	105	55
	4%	3%	4%	3%	4%	4%	4%	3%	4%	3%	3%	3%	2%	3%	4%
ANY POSITIVE MENTIONS	2974	2496	238	135	105	917	813	611	624	1928	595	1504	162	2367	607
	66%	67%	59%	61%	59%	74%	67%	66%	57%	80%	82%	79%	87%	77%	42%
		bcd				bcd	d	d		ef	ef	f	cef	f	
ANY NEGATIVE MENTIONS	947	756	96	51	44	237	238	196	275	404	102	288	12	540	406
	21%	20%	24%	23%	25%	19%	20%	21%	25%	17%	14%	15%	7%	18%	28%
									abc	d	d	d		bcd	abcde
NO OPINION	748	584	78	49	38	147	207	160	229	190	64	172	15	289	459
	17%	16%	19%	22%	21%	12%	17%	17%	21%	8%	9%	9%	8%	9%	32%
			a	a	a		a	a	abc						abcde
Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f															

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
SUMMARY OF POSITIVE MENTIONS														
Good/ awesome/ unique/ interesting	837 19%	245 22% d	211 25% d	354 23% d	483 16%	120 31% d	401 32% d	405 32% d	432 13%	550 25% b	207 11%	694 28% bc	131 8% c	11 3%
Educational/ informative	795 18%	331 29% bd	188 23% d	422 27% bd	373 13%	58 15%	189 15%	197 15%	598 19% bc	354 16%	318 17%	608 25% bc	173 11% c	14 3%
Good programmes/ good variety	710 16%	229 20% d	166 20% d	311 20% d	399 14%	43 11%	168 13%	171 13%	539 17% abc	357 16%	269 15%	608 25% bc	97 6% c	5 1%
It's OK	376 8%	65 6%	49 6%	91 6%	285 10% abc	22 6%	83 7%	84 7%	292 9% bc	169 8%	171 9%	141 6% c	223 14% ac	11 3%
Any positive mention of specific programmes/ categories	354 8%	107 9% d	70 8%	149 10% d	205 7%	27 7%	81 6%	81 6%	273 8% bc	164 8%	142 8%	236 10% bc	104 6% c	13 3%
Cool/ fun	232 5%	93 8% d	72 9% d	129 8% d	102 3%	35 9% d	95 8% d	97 8% d	135 4%	126 6% b	75 4%	193 8% bc	39 2% c	- -%
I like/ love it	223 5%	75 7% d	71 9% d	107 7% d	117 4%	38 10% d	111 9% d	113 9% d	111 3%	142 7% b	57 3%	201 8% bc	22 1% c	- -%
Family-friendly/ child-friendly/ age appropriate	79 2%	38 3% bd	12 1%	44 3% d	36 1%	3 1%	12 1%	12 1%	67 2% bc	19 1%	47 3% a	60 2% bc	19 1% c	- -%
No adverts	69 2%	12 1%	6 1%	17 1%	52 2% b	6 1%	14 1%	14 1%	55 2%	41 2%	24 1%	54 2% bc	15 1%	* *%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

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Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Reliable/ trustworthy	69 2%	23 2%	16 2%	32 2% d	37 1%	8 2%	29 2% d	29 2% d	40 1%	43 2% b	19 1%	53 2% bc	15 1%	1 *%
SUMMARY OF NEGATIVE MENTIONS														
Old fashioned/ outdated/ boring/ serious	314 7%	52 5%	52 6%	82 5%	232 8% ac	22 6%	74 6%	75 6%	239 7%	149 7%	144 8%	56 2%	161 10% a	97 23% ab
Aimed at older age groups/ grown ups	229 5%	56 5%	40 5%	71 5%	157 5%	12 3%	33 3%	33 3%	195 6% abc	76 4%	123 7% a	51 2%	136 8% a	42 10% a
Don't like it/ not interested/ not for me	165 4%	33 3%	19 2%	41 3%	124 4% bc	6 2%	20 2%	20 2%	145 4% abc	45 2%	100 5% a	8 *%	78 5% a	79 19% ab
Prefer other services/ channels	142 3%	38 3%	18 2%	46 3%	95 3%	5 1%	16 1%	17 1%	125 4% abc	32 1%	87 5% a	27 1%	95 6% a	20 5% a
Not much to watch/ not enough variety/ repetitive	106 2%	22 2%	14 2%	32 2%	73 2%	6 2%	14 1%	14 1%	92 3% bc	45 2%	46 3%	23 1%	68 4% a	15 4% a
Rip-off/ over-priced/ licence fee	86 2%	9 1%	11 1%	14 1%	72 2% ac	4 1%	21 2%	22 2%	65 2%	44 2%	36 2%	24 1%	32 2% a	31 7% ab
Biased - regionally/ politically/ racially/ culturally	29 1%	3 *%	1 *%	4 *%	26 1% bc	1 *%	4 *%	4 *%	25 1%	6 *%	20 1% a	3 *%	14 1% a	12 3% ab
Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c														

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 88

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
NEITHER POSITIVE NOR NEGATIVE														
Don't know/ no opinion/ don't watch enough to comment	748 17%	92 8%	67 8%	131 8%	616 21% abc	42 11%	130 10%	135 11%	612 19% abc	269 12%	403 22% a	136 6%	489 30% a	122 29% a
Other	160 4%	45 4%	31 4%	59 4%	100 3%	19 5% b	34 3%	38 3%	121 4%	80 4%	63 3%	88 4%	49 3%	23 5% b
ANY POSITIVE MENTIONS	2974 66% d	904 80% d	677 81% d	1246 80% d	1727 59%	299 78% d	994 79% d	1012 79% d	1962 61%	1619 75% b	1031 56%	2219 90% bc	699 43% c	56 13%
ANY NEGATIVE MENTIONS	947 21%	185 16%	130 16%	253 16%	694 24% abc	48 13%	163 13%	167 13%	780 24% abc	348 16%	497 27% a	175 7%	518 32% a	254 60% ab
NO OPINION	748 17%	92 8%	67 8%	131 8%	616 21% abc	42 11%	130 10%	135 11%	612 19% abc	269 12%	403 22% a	136 6%	489 30% a	122 29% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
SUMMARY OF POSITIVE MENTIONS								
Good/ awesome/ unique/ interesting	837	588	121	128	682	153	187	592
	19%	28% bc	7%	16% b	18%	25% a	19%	18%
Educational/ informative	795	515	112	167	663	122	142	618
	18%	25% b	7%	21% b	17%	20%	14%	19% a
Good programmes/ good variety	710	506	78	126	626	84	139	550
	16%	24% bc	5%	16% b	16%	14%	14%	17% a
It's OK	376	107	164	104	332	42	88	272
	8%	5%	10% a	13% ab	9%	7%	9%	8%
Any positive mention of specific programmes/ categories	354	204	78	72	306	44	79	268
	8%	10% b	5%	9% b	8%	7%	8%	8%
Cool/ fun	232	180	21	31	196	34	47	169
	5%	9% bc	1%	4% b	5%	5%	5%	5%
I like/ love it	223	182	19	22	182	40	57	149
	5%	9% bc	1%	3% b	5%	6%	6%	5%
Family-friendly/ child-friendly/ age appropriate	79	56	9	15	70	9	12	65
	2%	3% b	1%	2% b	2%	2%	1%	2%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
	Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
		a	b	c	a	b	a	b
Significance Level: 95%								
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
No adverts	69	43	7	18	58	11	21	47
	2%	2%	*%	2%	2%	2%	2%	1%
		b		b				
Reliable/ trustworthy	69	55	7	6	43	26	22	46
	2%	3%	*%	1%	1%	4%	2%	1%
		bc				a		
SUMMARY OF NEGATIVE MENTIONS								
Old fashioned/ outdated/ boring/ serious	314	49	222	42	273	38	70	227
	7%	2%	14%	5%	7%	6%	7%	7%
			ac	a				
Aimed at older age groups/ grown ups	229	33	162	34	199	27	47	176
	5%	2%	10%	4%	5%	4%	5%	5%
			ac	a				
Don't like it/ not interested/ not for me	165	12	138	15	146	19	32	128
	4%	1%	9%	2%	4%	3%	3%	4%
			ac	a				
Prefer other services/ channels	142	16	93	33	130	11	29	105
	3%	1%	6%	4%	3%	2%	3%	3%
			a	a				
Not much to watch/ not enough variety/ repetitive	106	15	68	22	92	14	24	81
	2%	1%	4%	3%	2%	2%	2%	2%
			a	a				
Rip-off/ over-priced/ licence fee	86	14	59	14	81	5	23	61
	2%	1%	4%	2%	2%	1%	2%	2%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Biased - regionally/ politically/ racially/ culturally	29	2	23	5	29	-	5	24
	1%	*%	1%	1%	1%	-%	1%	1%
			a	a				
NEITHER POSITIVE NOR NEGATIVE								
Don't know/ no opinion/ don't watch enough to comment	748	116	484	148	659	87	196	520
	17%	6%	30%	19%	17%	14%	20%	16%
			ac	a			b	
Other	160	67	63	30	135	25	40	115
	4%	3%	4%	4%	3%	4%	4%	3%
ANY POSITIVE MENTIONS	2974	1876	545	552	2512	445	644	2184
	66%	90%	34%	70%	65%	72%	64%	66%
		bc		b		a		
ANY NEGATIVE MENTIONS	947	136	665	146	843	99	192	716
	21%	7%	41%	18%	22%	16%	19%	22%
			ac	a	b			
NO OPINION	748	116	484	148	659	87	196	520
	17%	6%	30%	19%	17%	14%	20%	16%
			ac	a			b	

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 89

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	2999	-	1492	1507	1496	1503	-	-	746	746	750	757	-	1317	1667
Effective Weighted Sample	2540	-	1278	1291	1269	1272	-	-	639	639	644	647	-	1126	1429
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1123	1757
Agree	1730	**	749	981	882	848	**	**	391	358	491	490	**	656	1070
	60%	**	58%	61%	61%	59%	**	**	61%	56%	61%	61%	**	58%	61%
Neither agree nor disagree	676	**	274	402	334	342	**	**	133	141	201	201	**	228	442
	23%	**	21%	25%	23%	24%	**	**	21%	22%	25%	25%	**	20%	25%
				b											b
Disagree	222	**	99	123	110	112	**	**	47	52	63	60	**	86	134
	8%	**	8%	8%	8%	8%	**	**	7%	8%	8%	7%	**	8%	8%
Don't know	265	**	163	102	121	144	**	**	72	91	49	53	**	152	111
	9%	**	13%	6%	8%	10%	**	**	11%	14%	6%	7%	**	14%	6%
			c						ef	ef				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 89

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	2999	2007	394	395	203	839	805	612	735	1394	511	1292	111	1927	1072
Effective Weighted Sample	2540	1878	386	394	200	714	681	514	626	1192	436	1093	93	1638	904
Total	2893	2374	257	144	117	824	767	588	707	1392	509	1294	120	1900	993
Agree	1730	1448	145	76	61	578	445	359	345	1022	398	1009	111	1363	367
	60%	61%	56%	53%	52%	70%	58%	61%	49%	73%	78%	78%	92%	72%	37%
		cd				bcd	d	d		f	aef	aef	abcef	f	
Neither agree nor disagree	676	549	60	42	25	160	190	130	196	267	81	208	8	382	294
	23%	23%	23%	29%	22%	19%	25%	22%	28%	19%	16%	16%	6%	20%	30%
				a			a		ac	cd	d	d		cd	abcde
Disagree	222	169	30	12	12	41	65	41	75	44	15	46	1	74	148
	8%	7%	12%	8%	10%	5%	8%	7%	11%	3%	3%	4%	1%	4%	15%
			a				a		ac						abcde
Don't know	265	209	22	15	19	45	68	58	92	58	14	32	-	81	183
	9%	9%	9%	10%	16%	5%	9%	10%	13%	4%	3%	2%	-%	4%	18%
					abc		a	a	ab	cd				cd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 89

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2999	361	518	692	2307	331	937	963	2036	1780	1096	1612	1113	274
Effective Weighted Sample	2540	303	440	583	1957	277	794	817	1725	1514	923	1371	944	228
Total	2893	353	509	675	2218	326	943	966	1926	1760	1022	1608	1041	244
Agree	1730	255	399	509	1221	280	760	780	950	1245	434	1277	422	31
	60%	72%	79%	75%	55%	86%	81%	81%	49%	71%	42%	79%	41%	13%
		d	ad	d		bd	d	d		b		bc	c	
Neither agree nor disagree	676	70	79	122	554	27	132	135	542	348	292	241	373	62
	23%	20%	16%	18%	25%	8%	14%	14%	28%	20%	29%	15%	36%	25%
					bc		a	a	abc		a		ac	a
Disagree	222	9	14	17	205	8	29	29	193	89	126	29	85	109
	8%	3%	3%	3%	9%	2%	3%	3%	10%	5%	12%	2%	8%	45%
					abc				abc		a		a	ab
Don't know	265	19	15	27	237	11	22	23	242	79	170	61	161	43
	9%	5%	3%	4%	11%	3%	2%	2%	13%	4%	17%	4%	15%	18%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2999	1383	1080	536	2649	335	708	2154
Effective Weighted Sample	2540	1179	911	454	2243	296	603	1823
Total	2893	1395	990	508	2483	395	706	2050
Agree	1730	1156	298	276	1445	278	422	1235
	60%	83%	30%	54%	58%	70%	60%	60%
		bc		b		a		
Neither agree nor disagree	676	190	319	167	600	74	159	472
	23%	14%	32%	33%	24%	19%	22%	23%
			a	a	b			
Disagree	222	17	199	6	202	18	55	159
	8%	1%	20%	1%	8%	5%	8%	8%
			ac		b			
Don't know	265	31	175	59	236	26	71	184
	9%	2%	18%	12%	10%	6%	10%	9%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 90

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	2999	-	1492	1507	1496	1503	-	-	746	746	750	757	-	1317	1667
Effective Weighted Sample	2540	-	1278	1291	1269	1272	-	-	639	639	644	647	-	1126	1429
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1123	1757
Agree	1678	**	762	915	866	812	**	**	407	356	459	456	**	673	1000
	58%	**	59%	57%	60%	56%	**	**	63% def	55%	57%	57%	**	60%	57%
Neither agree nor disagree	720	**	285	434	340	379	**	**	126	160	214	220	**	233	478
	25%	**	22%	27% b	24%	26%	**	**	20%	25% c	27% c	27% c	**	21%	27% b
Disagree	233	**	97	136	125	108	**	**	45	51	79	57	**	84	149
	8%	**	8%	8%	9%	7%	**	**	7%	8%	10%	7%	**	7%	8%
Don't know	263	**	141	121	116	147	**	**	65	76	50	71	**	132	130
	9%	**	11% c	8%	8%	10%	**	**	10% e	12% e	6%	9%	**	12% c	7%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 90

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	2999	2007	394	395	203	839	805	612	735	1394	511	1292	111	1927	1072
Effective Weighted Sample	2540	1878	386	394	200	714	681	514	626	1192	436	1093	93	1638	904
Total	2893	2374	257	144	117	824	767	588	707	1392	509	1294	120	1900	993
Agree	1678	1396	139	77	65	568	438	334	335	1014	387	960	109	1333	345
	58%	59%	54%	54%	55%	69%	57%	57%	47%	73%	76%	74%	91%	70%	35%
						bcd	d	d		f	ef	ef	abcef	f	
Neither agree nor disagree	720	595	60	42	23	172	198	149	199	273	93	252	8	406	314
	25%	25%	23%	29%	19%	21%	26%	25%	28%	20%	18%	19%	6%	21%	32%
				d			a		a	d	d	d		d	abcde
Disagree	233	181	31	13	8	44	65	48	76	62	15	50	1	93	140
	8%	8%	12%	9%	7%	5%	8%	8%	11%	4%	3%	4%	1%	5%	14%
			a				a	a	a						abcde
Don't know	263	202	27	12	21	41	66	57	97	43	13	32	3	69	194
	9%	9%	10%	8%	18%	5%	9%	10%	14%	3%	3%	2%	2%	4%	20%
					abc		a	a	abc						abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 90

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2999	361	518	692	2307	331	937	963	2036	1780	1096	1612	1113	274
Effective Weighted Sample	2540	303	440	583	1957	277	794	817	1725	1514	923	1371	944	228
Total	2893	353	509	675	2218	326	943	966	1926	1760	1022	1608	1041	244
Agree	1678	256	383	505	1173	259	710	728	949	1207	423	1290	369	19
	58%	73%	75%	75%	53%	79%	75%	75%	49%	69%	41%	80%	35%	8%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	720	64	94	120	600	54	177	182	537	394	289	253	410	57
	25%	18%	18%	18%	27%	16%	19%	19%	28%	22%	28%	16%	39%	23%
					abc				abc		a		ac	a
Disagree	233	18	20	28	205	9	36	36	197	85	138	27	90	116
	8%	5%	4%	4%	9%	3%	4%	4%	10%	5%	14%	2%	9%	48%
					abc				abc		a		a	ab
Don't know	263	15	11	22	240	4	19	20	243	74	172	39	172	52
	9%	4%	2%	3%	11%	1%	2%	2%	13%	4%	17%	2%	16%	21%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2999	1383	1080	536	2649	335	708	2154
Effective Weighted Sample	2540	1179	911	454	2243	296	603	1823
Total	2893	1395	990	508	2483	395	706	2050
Agree	1678	1181	232	265	1419	251	381	1219
	58%	85%	23%	52%	57%	63%	54%	59%
		bc		b		a		a
Neither agree nor disagree	720	185	355	180	625	90	197	487
	25%	13%	36%	35%	25%	23%	28%	24%
			a	a			b	
Disagree	233	11	213	10	208	24	58	163
	8%	1%	21%	2%	8%	6%	8%	8%
			ac					
Don't know	263	18	191	54	231	31	69	181
	9%	1%	19%	11%	9%	8%	10%	9%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 91

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Significance Level: 95%															
Unweighted total	2999	-	1492	1507	1496	1503	-	-	746	746	750	757	-	1317	1667
Effective Weighted Sample	2540	-	1278	1291	1269	1272	-	-	639	639	644	647	-	1126	1429
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1123	1757
Agree	1370	**	589	782	689	681	**	**	296	293	394	388	**	521	844
	47%	**	46%	49%	48%	47%	**	**	46%	46%	49%	48%	**	46%	48%
Neither agree nor disagree	832	**	360	472	406	426	**	**	179	181	226	245	**	299	528
	29%	**	28%	29%	28%	29%	**	**	28%	28%	28%	31%	**	27%	30%
Disagree	437	**	181	256	227	210	**	**	92	89	135	121	**	156	279
	15%	**	14%	16%	16%	15%	**	**	14%	14%	17%	15%	**	14%	16%
Don't know	254	**	156	98	125	129	**	**	76	79	49	50	**	147	105
	9%	**	12%	6%	9%	9%	**	**	12%	12%	6%	6%	**	13%	6%
			c						ef	ef				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 91

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	2999	2007	394	395	203	839	805	612	735	1394	511	1292	111	1927	1072
Effective Weighted Sample	2540	1878	386	394	200	714	681	514	626	1192	436	1093	93	1638	904
Total	2893	2374	257	144	117	824	767	588	707	1392	509	1294	120	1900	993
Agree	1370	1163	102	57	48	501	333	265	269	922	346	828	104	1141	230
	47%	49%	40%	40%	41%	61%	43%	45%	38%	66%	68%	64%	87%	60%	23%
		bcd				bcd		d		ef	ef	ef	abcef	f	
Neither agree nor disagree	832	675	78	49	30	183	247	188	212	339	116	313	14	505	327
	29%	28%	30%	34%	26%	22%	32%	32%	30%	24%	23%	24%	12%	27%	33%
				ad			a	a	a	d	d	d		d	abcde
Disagree	437	344	49	23	21	101	119	82	135	86	24	110	1	170	267
	15%	14%	19%	16%	18%	12%	16%	14%	19%	6%	5%	8%	1%	9%	27%
			a						ac	d		abd		abd	abcde
Don't know	254	193	28	15	18	38	69	52	91	44	23	43	1	84	169
	9%	8%	11%	10%	15%	5%	9%	9%	13%	3%	5%	3%	1%	4%	17%
					a		a	a	abc						abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 91

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2999	361	518	692	2307	331	937	963	2036	1780	1096	1612	1113	274
Effective Weighted Sample	2540	303	440	583	1957	277	794	817	1725	1514	923	1371	944	228
Total	2893	353	509	675	2218	326	943	966	1926	1760	1022	1608	1041	244
Agree	1370	235	351	454	916	213	627	640	730	1011	321	1191	173	6
	47%	67%	69%	67%	41%	65%	67%	66%	38%	57%	31%	74%	17%	2%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	832	78	112	156	676	74	211	218	613	465	329	318	473	40
	29%	22%	22%	23%	30%	23%	22%	23%	32%	26%	32%	20%	45%	16%
					abc				abc		a		ac	
Disagree	437	23	28	36	401	28	75	78	359	205	215	58	227	152
	15%	7%	5%	5%	18%	9%	8%	8%	19%	12%	21%	4%	22%	62%
					abc				abc		a		a	ab
Don't know	254	16	18	29	225	12	29	29	224	78	156	40	168	46
	9%	5%	3%	4%	10%	4%	3%	3%	12%	4%	15%	2%	16%	19%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2999	1383	1080	536	2649	335	708	2154
Effective Weighted Sample	2540	1179	911	454	2243	296	603	1823
Total	2893	1395	990	508	2483	395	706	2050
Agree	1370	1117	98	156	1133	231	335	970
	47%	80%	10%	31%	46%	59%	47%	47%
		bc		b		a		
Neither agree nor disagree	832	238	337	257	726	102	191	595
	29%	17%	34%	50%	29%	26%	27%	29%
			a	ab				
Disagree	437	18	377	42	397	37	114	310
	15%	1%	38%	8%	16%	9%	16%	15%
			ac	a	b			
Don't know	254	21	178	54	226	25	66	175
	9%	2%	18%	11%	9%	6%	9%	9%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 92

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	2999	-	1492	1507	1496	1503	-	-	746	746	750	757	-	1317	1667
Effective Weighted Sample	2540	-	1278	1291	1269	1272	-	-	639	639	644	647	-	1126	1429
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1123	1757
Agree	1293	**	598	695	649	644	**	**	305	293	344	351	**	522	769
	45%	**	46%	43%	45%	45%	**	**	47%	46%	43%	44%	**	46%	44%
Neither agree nor disagree	819	**	310	509	396	423	**	**	152	158	244	264	**	265	549
	28%	**	24%	32%	27%	29%	**	**	24%	25%	30%	33%	**	24%	31%
				b							cd	cd			b
Disagree	442	**	183	259	229	213	**	**	84	99	145	114	**	160	278
	15%	**	14%	16%	16%	15%	**	**	13%	15%	18%	14%	**	14%	16%
											c				
Don't know	339	**	195	144	173	166	**	**	103	92	71	74	**	176	162
	12%	**	15%	9%	12%	11%	**	**	16%	14%	9%	9%	**	16%	9%
			c						ef	ef				c	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 92

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	2999	2007	394	395	203	839	805	612	735	1394	511	1292	111	1927	1072
Effective Weighted Sample	2540	1878	386	394	200	714	681	514	626	1192	436	1093	93	1638	904
Total	2893	2374	257	144	117	824	767	588	707	1392	509	1294	120	1900	993
Agree	1293	1090	102	55	46	481	313	246	251	844	330	794	104	1069	224
	45%	46%	40%	38%	39%	58%	41%	42%	35%	61%	65%	61%	87%	56%	23%
		bc				bcd	d	d		ef	ef	ef	abcef	f	
Neither agree nor disagree	819	674	66	45	35	208	227	171	212	355	117	314	11	517	302
	28%	28%	26%	31%	30%	25%	30%	29%	30%	25%	23%	24%	9%	27%	30%
						d				d	d	d		d	abcd
Disagree	442	355	46	25	16	85	141	91	125	129	42	127	5	208	234
	15%	15%	18%	17%	13%	10%	18%	15%	18%	9%	8%	10%	4%	11%	24%
						a	a	a						d	abcde
Don't know	339	255	43	20	21	50	86	80	119	64	20	60	-	105	234
	12%	11%	17%	14%	18%	6%	11%	14%	17%	5%	4%	5%	-%	6%	24%
			a		a		a	a	ab	d		d		d	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 92

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2999	361	518	692	2307	331	937	963	2036	1780	1096	1612	1113	274
Effective Weighted Sample	2540	303	440	583	1957	277	794	817	1725	1514	923	1371	944	228
Total	2893	353	509	675	2218	326	943	966	1926	1760	1022	1608	1041	244
Agree	1293	227	347	448	845	211	621	633	660	974	290	1078	202	13
	45%	64%	68%	66%	38%	65%	66%	66%	34%	55%	28%	67%	19%	5%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	819	75	108	149	670	77	215	224	595	451	324	360	414	45
	28%	21%	21%	22%	30%	24%	23%	23%	31%	26%	32%	22%	40%	19%
					abc				abc		a		ac	
Disagree	442	29	32	46	396	22	70	71	371	206	220	92	213	137
	15%	8%	6%	7%	18%	7%	7%	7%	19%	12%	22%	6%	20%	56%
					abc				abc		a		a	ab
Don't know	339	22	21	32	307	16	36	38	301	129	188	78	213	48
	12%	6%	4%	5%	14%	5%	4%	4%	16%	7%	18%	5%	20%	20%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2999	1383	1080	536	2649	335	708	2154
Effective Weighted Sample	2540	1179	911	454	2243	296	603	1823
Total	2893	1395	990	508	2483	395	706	2050
Agree	1293	1014	126	153	1085	204	303	930
	45%	73%	13%	30%	44%	52%	43%	45%
		bc		b		a		
Neither agree nor disagree	819	289	314	216	706	107	200	577
	28%	21%	32%	42%	28%	27%	28%	28%
			a	ab				
Disagree	442	47	343	52	385	54	117	305
	15%	3%	35%	10%	15%	14%	17%	15%
			ac	a				
Don't know	339	44	208	87	307	30	86	239
	12%	3%	21%	17%	12%	8%	12%	12%
			a	a	b			

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	~b	~c	a	b	a	b	~c	~d	~e	~f	a	b	~c
Significance Level: 95%															
Unweighted total	1514	1514	-	-	754	760	754	760	-	-	-	-	471	1027	-
Effective Weighted Sample	1295	1295	-	-	646	649	646	649	-	-	-	-	401	886	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	453	1140	-
Agree	745	745	**	**	364	380	364	380	**	**	**	**	182	556	**
	46%	46%	**	**	45%	47%	45%	47%	**	**	**	**	40%	49%	**
													a		
Neither agree nor disagree	527	527	**	**	264	263	264	263	**	**	**	**	165	358	**
	33%	33%	**	**	33%	33%	33%	33%	**	**	**	**	36%	31%	**
Disagree	225	225	**	**	115	110	115	110	**	**	**	**	77	145	**
	14%	14%	**	**	14%	14%	14%	14%	**	**	**	**	17%	13%	**
													b		
Don't know	110	110	**	**	60	50	60	50	**	**	**	**	29	80	**
	7%	7%	**	**	7%	6%	7%	6%	**	**	**	**	6%	7%	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total	1514	994	206	209	105	412	416	322	355	939	195	536	53	1072	442
Effective Weighted Sample	1295	959	204	209	105	351	356	276	305	812	169	462	47	924	372
Total	1607	1324	143	78	61	424	453	343	379	1016	220	599	66	1160	447
Agree	745	637	52	33	23	212	220	162	149	540	141	364	**	612	133
	46%	48%	36%	42%	37%	50%	49%	47%	39%	53%	64%	61%	**	53%	30%
		bd				d	d			f	aef	aef		f	
Neither agree nor disagree	527	423	55	25	24	142	146	102	132	313	56	167	**	363	164
	33%	32%	38%	31%	40%	33%	32%	30%	35%	31%	25%	28%	**	31%	37%
															abc
Disagree	225	177	24	14	11	50	54	59	63	113	19	59	**	131	94
	14%	13%	17%	18%	17%	12%	12%	17%	16%	11%	9%	10%	**	11%	21%
															abce
Don't know	110	87	12	7	4	21	32	21	36	50	4	9	**	54	56
	7%	7%	9%	9%	6%	5%	7%	6%	10%	5%	2%	2%	**	5%	13%
									a	c				c	abce

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 93

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	~a	b	c	d	a	b	a	b	c
Unweighted total	1514	728	293	817	697	46	256	260	1254	342	799	784	556	174
Effective Weighted Sample	1295	628	252	707	588	41	225	228	1069	301	682	677	472	147
Total	1607	776	325	879	728	56	308	311	1296	409	826	860	565	182
Agree	745	382	205	453	292	**	246	248	496	289	307	543	174	28
	46%	49%	63%	52%	40%	**	80%	80%	38%	71%	37%	63%	31%	15%
		d	acd	d			d	d		b		bc	c	
Neither agree nor disagree	527	259	77	283	244	**	52	53	474	92	306	218	250	59
	33%	33%	24%	32%	33%	**	17%	17%	37%	23%	37%	25%	44%	33%
		b		b	b				bc		a		ac	
Disagree	225	94	30	102	123	**	8	8	217	20	137	58	94	73
	14%	12%	9%	12%	17%	**	3%	3%	17%	5%	17%	7%	17%	40%
				abc					bc		a		a	ab
Don't know	110	41	13	41	70	**	2	2	109	8	76	41	47	22
	7%	5%	4%	5%	10%	**	1%	1%	8%	2%	9%	5%	8%	12%
				abc					bc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1514	634	613	267	1326	181	272	1172
Effective Weighted Sample	1295	542	521	232	1132	161	238	997
Total	1607	691	631	286	1376	223	297	1235
Agree	745	460	161	124	618	123	130	571
	46%	67%	25%	43%	45%	55%	44%	46%
		bc		b		a		
Neither agree nor disagree	527	167	253	107	461	65	104	402
	33%	24%	40%	37%	34%	29%	35%	33%
			a	a				
Disagree	225	38	161	26	205	19	44	175
	14%	6%	26%	9%	15%	8%	15%	14%
			ac		b			
Don't know	110	26	56	29	92	16	19	87
	7%	4%	9%	10%	7%	7%	6%	7%
			a	a				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	~c	a	b	a	b	~c	~d	~e	~f	a	b	~c
Unweighted total	1514	1514	-	-	754	760	754	760	-	-	-	-	471	1027	-
Effective Weighted Sample	1295	1295	-	-	646	649	646	649	-	-	-	-	401	886	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	453	1140	-
Agree	1135	1135	**	**	558	577	558	577	**	**	**	**	330	794	**
	71%	71%	**	**	69%	72%	69%	72%	**	**	**	**	73%	70%	**
Neither agree nor disagree	321	321	**	**	161	160	161	160	**	**	**	**	86	232	**
	20%	20%	**	**	20%	20%	20%	20%	**	**	**	**	19%	20%	**
Disagree	97	97	**	**	52	45	52	45	**	**	**	**	23	74	**
	6%	6%	**	**	6%	6%	6%	6%	**	**	**	**	5%	7%	**
Don't know	55	55	**	**	33	22	33	22	**	**	**	**	14	40	**
	3%	3%	**	**	4%	3%	4%	3%	**	**	**	**	3%	4%	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 94

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Significance Level: 95%															
Unweighted total	1514	994	206	209	105	412	416	322	355	939	195	536	53	1072	442
Effective Weighted Sample	1295	959	204	209	105	351	356	276	305	812	169	462	47	924	372
Total	1607	1324	143	78	61	424	453	343	379	1016	220	599	66	1160	447
Agree	1135	949	94	49	42	317	334	242	237	817	188	473	**	914	221
	71%	72%	66%	63%	69%	75%	74%	70%	62%	80%	85%	79%	**	79%	49%
		c				d	d	d		f	f	f		f	
Neither agree nor disagree	321	261	28	19	13	79	88	61	91	147	23	98	**	181	140
	20%	20%	20%	24%	21%	19%	20%	18%	24%	14%	10%	16%	**	16%	31%
															abce
Disagree	97	75	12	6	3	23	20	24	31	42	7	28	**	52	45
	6%	6%	8%	8%	5%	5%	4%	7%	8%	4%	3%	5%	**	4%	10%
									b						abce
Don't know	55	40	9	4	3	5	10	17	22	10	3	1	**	13	42
	3%	3%	6%	5%	5%	1%	2%	5%	6%	1%	1%	*%	**	1%	9%
			a					a	ab		c				abce

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 94

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	~a	b	c	d	a	b	a	b	c
Unweighted total	1514	728	293	817	697	46	256	260	1254	342	799	784	556	174
Effective Weighted Sample	1295	628	252	707	588	41	225	228	1069	301	682	677	472	147
Total	1607	776	325	879	728	56	308	311	1296	409	826	860	565	182
Agree	1135	632	268	710	425	**	244	248	887	326	541	781	309	45
	71%	81%	82%	81%	58%	**	79%	80%	68%	80%	65%	91%	55%	25%
		d	d	d			d	d		b		bc	c	
Neither agree nor disagree	321	102	47	122	199	**	56	56	265	69	178	70	186	64
	20%	13%	14%	14%	27%	**	18%	18%	20%	17%	22%	8%	33%	35%
					abc								a	a
Disagree	97	34	8	38	59	**	7	7	90	10	68	7	38	52
	6%	4%	3%	4%	8%	**	2%	2%	7%	2%	8%	1%	7%	29%
					abc				bc		a		a	ab
Don't know	55	8	3	10	45	**	1	1	54	4	40	2	32	21
	3%	1%	1%	1%	6%	**	*%	*%	4%	1%	5%	*%	6%	12%
					abc				bc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1514	634	613	267	1326	181	272	1172
Effective Weighted Sample	1295	542	521	232	1132	161	238	997
Total	1607	691	631	286	1376	223	297	1235
Agree	1135	639	258	238	972	157	195	895
	71%	92%	41%	83%	71%	70%	66%	73%
		bc		b				a
Neither agree nor disagree	321	46	235	39	270	51	66	228
	20%	7%	37%	14%	20%	23%	22%	18%
			ac	a				
Disagree	97	5	91	-	88	9	23	72
	6%	1%	14%	-%	6%	4%	8%	6%
			ac					
Don't know	55	-	47	8	46	7	12	40
	3%	-%	7%	3%	3%	3%	4%	3%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	~b	~c	a	b	a	b	~c	~d	~e	~f	a	b	~c
Unweighted total	1514	1514	-	-	754	760	754	760	-	-	-	-	471	1027	-
Effective Weighted Sample	1295	1295	-	-	646	649	646	649	-	-	-	-	401	886	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	453	1140	-
Agree	967	967	**	**	487	480	487	480	**	**	**	**	285	673	**
	60%	60%	**	**	61%	60%	61%	60%	**	**	**	**	63%	59%	**
Neither agree nor disagree	442	442	**	**	213	228	213	228	**	**	**	**	115	324	**
	27%	27%	**	**	27%	28%	27%	28%	**	**	**	**	25%	28%	**
Disagree	150	150	**	**	75	75	75	75	**	**	**	**	37	112	**
	9%	9%	**	**	9%	9%	9%	9%	**	**	**	**	8%	10%	**
Don't know	48	48	**	**	28	20	28	20	**	**	**	**	16	31	**
	3%	3%	**	**	3%	2%	3%	2%	**	**	**	**	3%	3%	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 95

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total	1514	994	206	209	105	412	416	322	355	939	195	536	53	1072	442
Effective Weighted Sample	1295	959	204	209	105	351	356	276	305	812	169	462	47	924	372
Total	1607	1324	143	78	61	424	453	343	379	1016	220	599	66	1160	447
Agree	967	818	74	42	34	292	271	195	204	747	164	448	**	818	150
	60%	62%	51%	53%	56%	69%	60%	57%	54%	74%	74%	75%	**	71%	33%
		bc				bcd				f	f	f		f	
Neither agree nor disagree	442	361	43	22	16	90	135	99	117	206	46	118	**	263	179
	27%	27%	30%	27%	26%	21%	30%	29%	31%	20%	21%	20%	**	23%	40%
						a	a	a	a						abce
Disagree	150	112	20	10	9	36	32	39	43	55	7	28	**	66	85
	9%	8%	14%	13%	14%	9%	7%	11%	11%	5%	3%	5%	**	6%	19%
			a		a										abce
Don't know	48	33	7	5	2	6	15	11	16	8	4	6	**	13	34
	3%	3%	5%	7%	4%	1%	3%	3%	4%	1%	2%	1%	**	1%	8%
				a					a						abce

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 95

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	~a	b	c	d	a	b	a	b	c
Unweighted total	1514	728	293	817	697	46	256	260	1254	342	799	784	556	174
Effective Weighted Sample	1295	628	252	707	588	41	225	228	1069	301	682	677	472	147
Total	1607	776	325	879	728	56	308	311	1296	409	826	860	565	182
Agree	967	576	245	643	324	**	233	236	732	310	423	731	213	23
	60%	74%	75%	73%	45%	**	76%	76%	56%	76%	51%	85%	38%	13%
		d	d	d			d	d		b		bc	c	
Neither agree nor disagree	442	149	67	180	261	**	61	62	380	84	268	114	262	66
	27%	19%	20%	21%	36%	**	20%	20%	29%	20%	32%	13%	46%	36%
				abc					bc		a		ac	a
Disagree	150	46	13	50	100	**	12	12	139	13	102	10	64	76
	9%	6%	4%	6%	14%	**	4%	4%	11%	3%	12%	1%	11%	42%
				abc					bc		a		a	ab
Don't know	48	6	1	6	42	**	3	3	45	3	33	5	26	16
	3%	1%	*%	1%	6%	**	1%	1%	3%	1%	4%	1%	5%	9%
				abc					bc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1514	634	613	267	1326	181	272	1172
Effective Weighted Sample	1295	542	521	232	1132	161	238	997
Total	1607	691	631	286	1376	223	297	1235
Agree	967	617	156	195	831	133	167	760
	60%	89%	25%	68%	60%	60%	56%	62%
		bc		b				
Neither agree nor disagree	442	70	291	80	371	67	85	326
	27%	10%	46%	28%	27%	30%	29%	26%
			ac	a				
Disagree	150	3	145	3	138	12	34	113
	9%	*%	23%	1%	10%	5%	12%	9%
			ac					
Don't know	48	1	39	8	35	11	11	35
	3%	*%	6%	3%	3%	5%	4%	3%
			a	a				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	~b	~c	a	b	a	b	~c	~d	~e	~f	a	b	~c
Significance Level: 95%															
Unweighted total	1514	1514	-	-	754	760	754	760	-	-	-	-	471	1027	-
Effective Weighted Sample	1295	1295	-	-	646	649	646	649	-	-	-	-	401	886	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	453	1140	-
Agree	1017	1017	**	**	507	510	507	510	**	**	**	**	300	707	**
	63%	63%	**	**	63%	63%	63%	63%	**	**	**	**	66%	62%	**
Neither agree nor disagree	383	383	**	**	190	193	190	193	**	**	**	**	100	282	**
	24%	24%	**	**	24%	24%	24%	24%	**	**	**	**	22%	25%	**
Disagree	147	147	**	**	74	73	74	73	**	**	**	**	38	107	**
	9%	9%	**	**	9%	9%	9%	9%	**	**	**	**	8%	9%	**
Don't know	59	59	**	**	32	27	32	27	**	**	**	**	14	44	**
	4%	4%	**	**	4%	3%	4%	3%	**	**	**	**	3%	4%	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Significance Level: 95%															
Unweighted total	1514	994	206	209	105	412	416	322	355	939	195	536	53	1072	442
Effective Weighted Sample	1295	959	204	209	105	351	356	276	305	812	169	462	47	924	372
Total	1607	1324	143	78	61	424	453	343	379	1016	220	599	66	1160	447
Agree	1017	848	87	43	39	304	302	201	207	740	172	439	**	828	190
	63%	64%	61%	55%	64%	72%	67%	59%	55%	73%	78%	73%	**	71%	42%
		c				cd	cd			f	f	f		f	
Neither agree nor disagree	383	316	35	20	12	73	108	94	105	202	39	116	**	239	145
	24%	24%	25%	26%	19%	17%	24%	27%	28%	20%	18%	19%	**	21%	32%
						a	a	a	a						abce
Disagree	147	119	13	8	7	39	29	37	43	65	8	43	**	83	64
	9%	9%	9%	10%	11%	9%	6%	11%	11%	6%	4%	7%	**	7%	14%
									b						abce
Don't know	59	41	8	8	4	8	14	12	25	9	1	2	**	10	49
	4%	3%	5%	10%	6%	2%	3%	3%	7%	1%	1%	*%	**	1%	11%
				a					ab						abce

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 96

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	~a	b	c	d	a	b	a	b	c
Unweighted total	1514	728	293	817	697	46	256	260	1254	342	799	784	556	174
Effective Weighted Sample	1295	628	252	707	588	41	225	228	1069	301	682	677	472	147
Total	1607	776	325	879	728	56	308	311	1296	409	826	860	565	182
Agree	1017	564	249	633	384	**	243	246	772	308	463	709	266	43
	63%	73%	77%	72%	53%	**	79%	79%	60%	75%	56%	82%	47%	23%
		d	d	d			d	d		b		bc	c	
Neither agree nor disagree	383	154	56	178	206	**	56	57	327	74	228	125	203	55
	24%	20%	17%	20%	28%	**	18%	18%	25%	18%	28%	15%	36%	30%
					abc				bc		a		a	a
Disagree	147	50	16	59	88	**	9	9	138	21	94	24	63	60
	9%	7%	5%	7%	12%	**	3%	3%	11%	5%	11%	3%	11%	33%
					abc				bc		a		a	ab
Don't know	59	8	4	9	51	**	-	-	59	6	42	3	33	24
	4%	1%	1%	1%	7%	**	-%	-%	5%	1%	5%	*%	6%	13%
					abc				bc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1514	634	613	267	1326	181	272	1172
Effective Weighted Sample	1295	542	521	232	1132	161	238	997
Total	1607	691	631	286	1376	223	297	1235
Agree	1017	592	218	207	865	147	166	800
	63%	86%	35%	72%	63%	66%	56%	65%
		bc		b				a
Neither agree nor disagree	383	85	235	63	329	53	82	283
	24%	12%	37%	22%	24%	24%	28%	23%
			ac	a				
Disagree	147	11	127	10	129	18	36	108
	9%	2%	20%	3%	9%	8%	12%	9%
			ac					
Don't know	59	3	51	6	53	5	14	43
	4%	*%	8%	2%	4%	2%	5%	4%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 97

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Agree	2475	745	749	981	1246	1228	364	380	391	358	491	490	182	1212	1070
	55%	46%	58%	61%	55%	55%	45%	47%	61%	56%	61%	61%	40%	54%	61%
			a	a					ab	ab	ab	ab		a	ab
Neither agree nor disagree	1203	527	274	402	597	606	264	263	133	141	201	201	165	587	442
	27%	33%	21%	25%	27%	27%	33%	33%	21%	22%	25%	25%	36%	26%	25%
		bc		b			cdef	cdef					bc		
Disagree	447	225	99	123	226	221	115	110	47	52	63	60	77	231	134
	10%	14%	8%	8%	10%	10%	14%	14%	7%	8%	8%	7%	17%	10%	8%
		bc					cdef	cdef					bc	c	
Don't know	375	110	163	102	181	194	60	50	72	91	49	53	29	232	111
	8%	7%	13%	6%	8%	9%	7%	6%	11%	14%	6%	7%	6%	10%	6%
			ac						abef	abef				ac	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 97

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Agree	2475	2085	197	109	84	790	665	520	493	1562	539	1373	163	1975	500
	55%	56%	49%	49%	47%	63%	55%	56%	45%	65%	74%	73%	87%	65%	35%
		bcd				bcd	d	d		f	aef	aef	abcef	f	
Neither agree nor disagree	1203	972	115	66	50	302	336	232	328	580	137	375	18	745	459
	27%	26%	29%	30%	28%	24%	28%	25%	30%	24%	19%	20%	9%	24%	32%
									ac	bcd	d	d		bcd	abcde
Disagree	447	346	53	26	22	91	119	100	138	157	34	105	6	204	243
	10%	9%	13%	11%	12%	7%	10%	11%	13%	7%	5%	6%	3%	7%	17%
			a				a	a	ab						abcde
Don't know	375	296	35	22	22	66	100	78	128	108	19	41	-	136	240
	8%	8%	9%	10%	12%	5%	8%	8%	12%	4%	3%	2%	-%	4%	17%
					a		a	a	abc	bcd				bcd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 97

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Agree	2475	637	605	962	1513	327	1006	1028	1447	1534	741	1820	596	59
	55%	56%	73%	62%	51%	86%	80%	80%	45%	71%	40%	74%	37%	14%
		d	acd	ad		bcd	d	d		b		bc	c	
Neither agree nor disagree	1203	329	157	405	798	34	184	188	1015	440	597	458	624	121
	27%	29%	19%	26%	27%	9%	15%	15%	32%	20%	32%	19%	39%	28%
		b		b	b		a	a	abc		a		ac	a
Disagree	447	104	44	119	328	10	37	37	410	109	263	87	178	182
	10%	9%	5%	8%	11%	3%	3%	3%	13%	5%	14%	4%	11%	43%
		b		b	bc				abc		a		a	ab
Don't know	375	60	28	68	307	11	24	25	350	86	247	102	209	65
	8%	5%	3%	4%	10%	3%	2%	2%	11%	4%	13%	4%	13%	15%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Agree	2475	1616	458	400	2062	401	552	1806
	55%	78%	28%	50%	53%	65%	55%	55%
		bc		b		a		
Neither agree nor disagree	1203	357	572	274	1061	139	262	875
	27%	17%	35%	34%	28%	22%	26%	27%
			a	a	b			
Disagree	447	55	359	32	407	37	99	335
	10%	3%	22%	4%	11%	6%	10%	10%
			ac		b			
Don't know	375	57	231	87	328	42	89	270
	8%	3%	14%	11%	9%	7%	9%	8%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 98

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Agree	2812	1135	762	915	1424	1389	558	577	407	356	459	456	330	1467	1000
	62%	71%	59%	57%	63%	62%	69%	72%	63%	55%	57%	57%	73%	65%	57%
		bc					cdef	cdef	def				bc	c	
Neither agree nor disagree	1040	321	285	434	501	539	161	160	126	160	214	220	86	465	478
	23%	20%	22%	27%	22%	24%	20%	20%	20%	25%	27%	27%	19%	21%	27%
				ab						abc	abc	abc			ab
Disagree	330	97	97	136	177	153	52	45	45	51	79	57	23	158	149
	7%	6%	8%	8%	8%	7%	6%	6%	7%	8%	10%	7%	5%	7%	8%
				a							ab				a
Don't know	318	55	141	121	148	169	33	22	65	76	50	71	14	173	130
	7%	3%	11%	8%	7%	8%	4%	3%	10%	12%	6%	9%	3%	8%	7%
			ac	a					abe	abe	b	ab		a	a

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 98

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Agree	2812	2345	233	127	107	885	773	576	572	1831	575	1433	163	2247	566
	62%	63%	58%	57%	60%	71%	63%	62%	53%	76%	79%	76%	88%	73%	39%
		bc				bcd	d	d		ef	ef	f	abcef	f	
Neither agree nor disagree	1040	856	88	60	35	251	287	209	290	420	115	349	15	587	454
	23%	23%	22%	27%	20%	20%	23%	22%	27%	17%	16%	18%	8%	19%	31%
				abd					ac	d	d	d		d	abcde
Disagree	330	256	43	19	11	67	84	72	107	103	22	79	5	145	185
	7%	7%	11%	9%	6%	5%	7%	8%	10%	4%	3%	4%	3%	5%	13%
			ad					a	ab						abcde
Don't know	318	242	36	16	24	45	76	75	118	53	16	33	3	81	236
	7%	7%	9%	7%	14%	4%	6%	8%	11%	2%	2%	2%	2%	3%	16%
			a		abc		a	a	abc						abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 98

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Agree	2812	888	651	1215	1597	305	954	976	1836	1533	964	2070	678	64
	62%	79%	78%	78%	54%	80%	76%	76%	57%	71%	52%	84%	42%	15%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	1040	165	140	242	799	62	233	238	802	463	467	323	597	121
	23%	15%	17%	16%	27%	16%	19%	19%	25%	21%	25%	13%	37%	28%
					abc				abc		a		ac	a
Disagree	330	52	28	66	264	11	43	43	287	95	206	33	128	168
	7%	5%	3%	4%	9%	3%	3%	3%	9%	4%	11%	1%	8%	39%
					abc				abc		a		a	ab
Don't know	318	24	14	32	286	4	20	20	297	79	211	41	203	73
	7%	2%	2%	2%	10%	1%	2%	2%	9%	4%	11%	2%	13%	17%
					abc				abc		a		a	ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Agree	2812	1820	489	503	2391	407	576	2115
	62%	87%	30%	63%	62%	66%	57%	64%
		bc		b				a
Neither agree nor disagree	1040	231	590	219	895	141	264	716
	23%	11%	36%	28%	23%	23%	26%	22%
			ac	a			b	
Disagree	330	16	304	10	296	32	81	234
	7%	1%	19%	1%	8%	5%	8%	7%
			ac					
Don't know	318	18	238	62	276	38	82	221
	7%	1%	15%	8%	7%	6%	8%	7%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 99

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Agree	2338	967	589	782	1177	1161	487	480	296	293	394	388	285	1194	844
	52%	60%	46%	49%	52%	52%	61%	60%	46%	46%	49%	48%	63%	53%	48%
		bc					cdef	cdef					bc	c	
Neither agree nor disagree	1273	442	360	472	619	654	213	228	179	181	226	245	115	623	528
	28%	27%	28%	29%	28%	29%	27%	28%	28%	28%	28%	31%	25%	28%	30%
Disagree	587	150	181	256	302	285	75	75	92	89	135	121	37	267	279
	13%	9%	14%	16%	13%	13%	9%	9%	14%	14%	17%	15%	8%	12%	16%
			a	a					ab	ab	ab	ab		a	ab
Don't know	301	48	156	98	152	149	28	20	76	79	49	50	16	178	105
	7%	3%	12%	6%	7%	7%	3%	2%	12%	12%	6%	6%	3%	8%	6%
			ac	a					abef	abef	ab	ab		ac	

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 99

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Agree	2338	1981	176	99	82	793	604	460	473	1669	509	1276	155	1958	379
	52%	54%	44%	44%	46%	64%	49%	49%	44%	69%	70%	67%	83%	64%	26%
		bcd				bcd	d	d		ef	ef	ef	abcef	f	
Neither agree nor disagree	1273	1036	120	71	46	273	382	287	329	545	163	431	25	768	506
	28%	28%	30%	32%	26%	22%	31%	31%	30%	23%	22%	23%	13%	25%	35%
						a	a	a	a	d	d	d		d	abcde
Disagree	587	456	69	33	30	137	151	121	178	141	31	138	5	236	351
	13%	12%	17%	15%	17%	11%	12%	13%	16%	6%	4%	7%	3%	8%	24%
			a		a				abc			bd		abd	abcde
Don't know	301	226	35	20	20	44	83	63	107	52	27	49	1	98	204
	7%	6%	9%	9%	11%	4%	7%	7%	10%	2%	4%	3%	1%	3%	14%
			a	a	a		a	a	abc		a			a	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 99

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Agree	2338	811	596	1097	1241	254	860	876	1462	1321	744	1922	386	29
	52%	72%	71%	71%	42%	66%	69%	69%	45%	61%	40%	78%	24%	7%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	1273	227	179	336	937	87	272	280	993	549	597	432	735	106
	28%	20%	21%	22%	32%	23%	22%	22%	31%	25%	32%	18%	46%	25%
					abc				abc		a		ac	a
Disagree	587	69	41	87	501	29	86	90	498	218	317	68	291	228
	13%	6%	5%	6%	17%	8%	7%	7%	15%	10%	17%	3%	18%	54%
					abc				abc		a		a	ab
Don't know	301	22	19	34	267	12	32	32	270	81	189	45	194	62
	7%	2%	2%	2%	9%	3%	3%	2%	8%	4%	10%	2%	12%	15%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Agree	2338	1733	254	351	1964	365	502	1730
	52%	83%	16%	44%	51%	59%	50%	53%
		bc		b		a		
Neither agree nor disagree	1273	309	628	336	1098	169	276	921
	28%	15%	39%	42%	28%	27%	28%	28%
			a	a				
Disagree	587	21	522	45	535	49	148	423
	13%	1%	32%	6%	14%	8%	15%	13%
			ac	a	b			
Don't know	301	22	217	62	261	36	77	211
	7%	1%	13%	8%	7%	6%	8%	6%
			ac	a				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 100

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Agree	2310	1017	598	695	1156	1154	507	510	305	293	344	351	300	1229	769
	51%	63%	46%	43%	51%	51%	63%	63%	47%	46%	43%	44%	66%	54%	44%
		bc					cdef	cdef					bc	c	
Neither agree nor disagree	1202	383	310	509	586	616	190	193	152	158	244	264	100	546	549
	27%	24%	24%	32%	26%	27%	24%	24%	24%	25%	30%	33%	22%	24%	31%
				ab							abcd	abcd			ab
Disagree	589	147	183	259	302	287	74	73	84	99	145	114	38	268	278
	13%	9%	14%	16%	13%	13%	9%	9%	13%	15%	18%	14%	8%	12%	16%
			a	a					ab	ab	abc	ab			ab
Don't know	399	59	195	144	206	193	32	27	103	92	71	74	14	220	162
	9%	4%	15%	9%	9%	9%	4%	3%	16%	14%	9%	9%	3%	10%	9%
			ac	a					abef	abef	ab	ab		a	a

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 100

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Agree	2310	1939	189	97	85	785	615	447	458	1584	502	1232	159	1897	413
	51%	52%	47%	44%	48%	63%	50%	48%	42%	66%	69%	65%	86%	62%	29%
		bc				bcd	d	d		ef	ef	ef	abcef	f	
Neither agree nor disagree	1202	990	101	65	46	281	335	265	317	557	156	429	16	756	446
	27%	27%	25%	29%	26%	22%	28%	28%	29%	23%	21%	23%	9%	25%	31%
						a	a	a	a	d	d	d		d	abcde
Disagree	589	474	60	33	22	123	170	127	168	193	49	170	11	291	298
	13%	13%	15%	15%	13%	10%	14%	14%	15%	8%	7%	9%	6%	10%	21%
						a	a	a	a					b	abcde
Don't know	399	295	51	28	24	59	99	92	144	73	21	62	-	116	283
	9%	8%	13%	12%	14%	5%	8%	10%	13%	3%	3%	3%	-%	4%	20%
			a	a	a		a	a	abc	d	d	d		d	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 100

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Agree	2310	791	596	1081	1229	257	864	879	1431	1282	753	1787	467	56
	51%	70%	71%	70%	42%	67%	69%	69%	44%	59%	41%	72%	29%	13%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	1202	230	164	327	875	86	271	281	921	526	551	485	617	101
	27%	20%	20%	21%	30%	22%	22%	22%	29%	24%	30%	20%	38%	24%
					abc				abc		a		ac	
Disagree	589	79	48	106	483	23	79	80	509	226	314	115	277	197
	13%	7%	6%	7%	16%	6%	6%	6%	16%	10%	17%	5%	17%	46%
					abc				abc		a		a	ab
Don't know	399	29	26	41	358	16	36	38	361	135	230	80	246	72
	9%	3%	3%	3%	12%	4%	3%	3%	11%	6%	12%	3%	15%	17%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Agree	2310	1606	344	360	1950	351	469	1730
	51%	77%	21%	45%	51%	57%	47%	53%
		bc		b		a		a
Neither agree nor disagree	1202	374	549	279	1035	160	281	860
	27%	18%	34%	35%	27%	26%	28%	26%
			a	a				
Disagree	589	58	469	62	513	72	153	413
	13%	3%	29%	8%	13%	12%	15%	13%
			ac	a			b	
Don't know	399	47	259	93	360	35	99	282
	9%	2%	16%	12%	9%	6%	10%	9%
			ac	a	b			

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 101

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Yes	2085	691	604	791	1039	1047	345	346	309	295	385	406	198	1025	855
	46%	43%	47%	49%	46%	47%	43%	43%	48%	46%	48%	51%	44%	45%	49%
			a	a								ab			
No	1621	631	453	537	817	803	322	309	227	226	269	269	178	842	588
	36%	39%	35%	33%	36%	36%	40%	38%	35%	35%	33%	33%	39%	37%	33%
		bc					ef						c	c	
Maybe	794	286	229	279	394	400	137	149	107	122	150	129	76	396	313
	18%	18%	18%	17%	18%	18%	17%	19%	17%	19%	19%	16%	17%	17%	18%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Yes	2085	1766	164	88	67	768	542	398	370	1527	501	1268	168	1838	248
	46%	48%	41%	39%	38%	62%	44%	43%	34%	63%	69%	67%	90%	60%	17%
		bcd				bcd	d	d		ef	aef	aef	abcef	f	
No	1621	1277	173	92	79	323	440	350	501	500	139	356	11	720	901
	36%	35%	43%	41%	45%	26%	36%	38%	46%	21%	19%	19%	6%	24%	63%
			a	a	a		a	a	abc	d	d	d		abcd	abcde
Maybe	794	656	63	43	32	157	237	183	215	380	89	269	7	502	292
	18%	18%	16%	20%	18%	13%	19%	20%	20%	16%	12%	14%	4%	16%	20%
							a	a	a	bd	d	d		bd	abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 101

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Yes	2085	691	576	977	1108	276	921	937	1148	1354	546	1789	279	17
	46%	61%	69%	63%	38%	72%	74%	73%	36%	62%	30%	72%	17%	4%
		d	acd	d		d	d	d		b		bc	c	
No	1621	257	140	332	1289	54	199	204	1417	465	971	307	921	392
	36%	23%	17%	21%	44%	14%	16%	16%	44%	21%	53%	12%	57%	92%
		b		b	abc			abc	abc	a		a	a	ab
Maybe	794	181	118	246	548	52	131	136	658	350	330	372	406	16
	18%	16%	14%	16%	19%	14%	10%	11%	20%	16%	18%	15%	25%	4%
					bc				abc			c	ac	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Yes	2085	2085	-	-	1724	353	471	1503
	46%	100%	-%	-%	45%	57%	47%	46%
		bc				a		
No	1621	-	1621	-	1437	177	360	1202
	36%	-%	100%	-%	37%	29%	36%	37%
			ac		b			
Maybe	794	-	-	794	697	88	173	580
	18%	-%	-%	100%	18%	14%	17%	18%
				ab	b			

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	~b	~c	a	b	a	b	~c	~d	~e	~f	a	b	~c
Significance Level: 95%															
Unweighted total	1514	1514	-	-	754	760	754	760	-	-	-	-	471	1027	-
Effective Weighted Sample	1295	1295	-	-	646	649	646	649	-	-	-	-	401	886	-
Total	1607	1607	-	-	804	804	804	804	-	-	-	-	453	1140	-
Yes	806	806	**	**	400	405	400	405	**	**	**	**	229	573	**
	50%	50%	**	**	50%	50%	50%	50%	**	**	**	**	51%	50%	**
No	573	573	**	**	299	274	299	274	**	**	**	**	158	408	**
	36%	36%	**	**	37%	34%	37%	34%	**	**	**	**	35%	36%	**
Maybe	229	229	**	**	104	125	104	125	**	**	**	**	66	158	**
	14%	14%	**	**	13%	16%	13%	16%	**	**	**	**	15%	14%	**

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	~d	e	f
Unweighted total	1514	994	206	209	105	412	416	322	355	939	195	536	53	1072	442
Effective Weighted Sample	1295	959	204	209	105	351	356	276	305	812	169	462	47	924	372
Total	1607	1324	143	78	61	424	453	343	379	1016	220	599	66	1160	447
Yes	806	674	65	36	30	259	243	163	137	635	157	403	**	709	96
	50%	51%	45%	46%	50%	61%	54%	47%	36%	62%	71%	67%	**	61%	22%
						bcd	d	d		f	aef	ef		f	
No	573	451	65	33	23	123	141	133	170	239	35	131	**	295	278
	36%	34%	45%	43%	38%	29%	31%	39%	45%	24%	16%	22%	**	25%	62%
			a	a				ab	ab	b				b	abce
Maybe	229	199	14	9	8	41	68	47	72	142	28	66	**	156	73
	14%	15%	10%	12%	13%	10%	15%	14%	19%	14%	13%	11%	**	13%	16%
		b					a		a						c

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	~a	b	c	d	a	b	a	b	c
Unweighted total	1514	728	293	817	697	46	256	260	1254	342	799	784	556	174
Effective Weighted Sample	1295	628	252	707	588	41	225	228	1069	301	682	677	472	147
Total	1607	776	325	879	728	56	308	311	1296	409	826	860	565	182
Yes	806	474	224	543	262	**	228	231	575	284	338	613	173	20
	50%	61%	69%	62%	36%	**	74%	74%	44%	70%	41%	71%	31%	11%
		d	acd	d			d	d		b		bc	c	
No	573	186	61	206	367	**	61	62	511	76	364	137	283	152
	36%	24%	19%	23%	50%	**	20%	20%	39%	19%	44%	16%	50%	83%
				abc					bc		a		a	ab
Maybe	229	117	40	130	99	**	18	18	211	48	124	110	109	11
	14%	15%	12%	15%	14%	**	6%	6%	16%	12%	15%	13%	19%	6%
									bc			c	ac	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	1514	634	613	267	1326	181	272	1172
Effective Weighted Sample	1295	542	521	232	1132	161	238	997
Total	1607	691	631	286	1376	223	297	1235
Yes	806	625	78	103	692	109	150	615
	50%	91%	12%	36%	50%	49%	51%	50%
		bc		b				
No	573	36	501	35	497	73	109	438
	36%	5%	79%	12%	36%	33%	37%	35%
			ac	a				
Maybe	229	29	52	148	186	41	38	182
	14%	4%	8%	52%	14%	18%	13%	15%
			a	ab				

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 103

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	3677	1291	1050	1335	1820	1857	634	657	516	534	669	666	369	1819	1467
	82%	80%	82%	83%	81%	83%	79%	82%	80%	83%	83% a	83%	82%	80%	83% b
Irish	54	22	14	18	28	26	11	11	8	6	10	9	3	31	20
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	6	5	1	-	3	3	2	3	1	-	-	-	2	4	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*% c	*% c	-%
Any other white background	122	58	40	25	69	53	33	25	23	17	13	11	16	79	27
	3%	4%	3%	2%	3%	2%	4%	3%	4%	3%	2%	1%	4%	4%	2%
		c	c				ef	f	ef				c	c	
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	90	29	26	35	50	41	17	12	11	16	22	13	8	45	36
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%
White and Black African	56	14	11	31	34	22	8	6	7	4	20	11	5	20	31
	1%	1%	1%	2% ab	2%	1%	1%	1%	1%	1%	2% abd	1%	1%	1%	2% b
White and Asian	57	18	16	23	21	36	7	10	5	10	8	16	8	25	24
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%
Any other mixed/ multiple ethnic background	41	15	12	15	17	24	4	11	7	4	6	9	8	17	16
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% b	1%	1%
ASIAN AND BRITISH ASIAN															
Indian	63	20	27	15	29	33	10	10	15	13	5	10	3	41	19
	1%	1%	2% c	1%	1%	1%	1%	1%	2% e	2% e	1%	1%	1%	2%	1%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 103

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Pakistani	88	35	26	28	49	40	26	9	12	14	11	17	7	48	32
	2%	2%	2%	2%	2%	2%	3% be	1%	2%	2%	1%	2%	1%	2%	2%
Bangladeshi	37	12	8	17	20	17	7	5	4	4	9	8	8	12	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2% b	1%	1%
Any other Asian background	30	11	10	9	17	13	7	4	9	1	1	8	2	19	9
	1%	1%	1%	1%	1%	1%	1%	*% de	1%	*% de	*% de	1%	*% de	1%	1%
BLACK AND BLACK BRITISH															
Caribbean	25	13	7	5	12	13	7	5	2	5	3	2	1	14	7
	1%	1%	1%	*% de	1%	1%	1%	1%	*% de	1%	*% de	*% de	*% de	1%	*% de
African	55	25	16	15	35	20	16	8	12	4	7	8	4	33	19
	1%	2%	1%	1%	2%	1%	2% d	1%	2%	1%	1%	1%	1%	1%	1%
Any other Black/ African/ Caribbean background	54	25	10	19	24	30	7	18	6	3	10	9	7	28	19
	1%	2%	1%	1%	1%	1%	1%	2% d	1%	1%	1%	1%	2%	1%	1%
OTHER ETHNIC GROUP															
Arab	9	2	1	6	6	4	-	2	1	*	5	1	-	4	6
	*% de	*% de	*% de	*% de	*% de	*% de	-% de	*% de	*% de	*% de	1% de	*% de	-% de	*% de	*% de
Any other ethnic background	12	4	3	4	6	6	2	3	1	2	4	1	1	6	4
	*% de	*% de	*% de	*% de	*% de	*% de	*% de	*% de	*% de	*% de	*% de	*% de	*% de	*% de	*% de
Prefer not to say	14	6	6	3	7	7	4	2	2	4	2	1	1	11	3
	*% de	*% de	*% de	*% de	*% de	*% de	*% de	*% de	*% de	1% de	*% de	*% de	*% de	*% de	*% de

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 103

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	3677	2977	354	206	140	978	994	768	926	1959	620	1475	152	2488	1189
	82%	80%	88%	93%	79%	78%	81%	82%	85%	81%	85%	78%	81%	81%	83%
			ad	abd				a	ab	c	ace			c	c
Irish	54	23	2	1	28	26	17	7	5	28	6	19	1	36	18
	1%	1%	*%	*%	16%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%
					abc	cd	d								
Gypsy, Traveller or Irish Traveller	6	5	-	*	-	1	1	2	2	4	2	2	-	4	2
	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%
Any other white background	122	108	10	2	3	24	22	42	34	52	8	53	3	69	53
	3%	3%	2%	1%	2%	2%	2%	5%	3%	2%	1%	3%	2%	2%	4%
		c						ab				b			abe
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	90	85	1	2	2	16	25	21	28	56	13	37	4	66	25
	2%	2%	*%	1%	1%	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%
		bc							a						
White and Black African	56	50	3	2	1	28	10	5	13	27	11	25	4	37	19
	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%
						bc									
White and Asian	57	50	6	1	-	26	13	10	8	33	10	33	6	40	17
	1%	1%	1%	1%	-%	2%	1%	1%	1%	1%	1%	2%	3%	1%	1%
		d	d			d									
Any other mixed/ multiple ethnic background	41	35	4	1	1	16	12	5	8	20	4	16	-	23	18
	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%
ASIAN AND BRITISH ASIAN															
Indian	63	60	1	1	-	18	29	7	8	36	6	33	1	43	20
	1%	2%	*%	1%	-%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
		bd					cd								

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 103

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Pakistani	88 2%	79 2% cd	9 2% cd	* *%	- -%	27 2%	24 2%	15 2%	22 2%	57 2%	13 2%	52 3% f	3 2%	67 2%	22 2%
Bangladeshi	37 1%	35 1% b	1 *%	* *%	1 *%	11 1%	11 1%	11 1% d	4 *%	26 1% f	8 1%	29 2% f	5 3% f	32 1% f	5 *%
Any other Asian background	30 1%	28 1%	1 *%	* *%	1 *%	14 1%	9 1%	3 *%	4 *%	17 1% b	- -%	14 1% b	- -%	20 1% b	10 1% b
BLACK AND BLACK BRITISH															
Caribbean	25 1%	24 1%	1 *%	* *%	- -%	9 1% b	2 *%	8 1% b	6 1%	9 *%	3 *%	12 1%	1 1%	16 1%	9 1%
African	55 1%	51 1% c	3 1%	1 *%	1 *%	21 2% d	19 2% d	11 1%	4 *%	22 1%	11 1%	31 2%	3 1%	38 1%	17 1%
Any other Black/ African/ Caribbean background	54 1%	51 1% bc	1 *%	1 *%	1 1%	19 2% d	21 2% d	10 1% d	3 *%	35 1% f	5 1%	39 2% bf	3 2%	46 2% f	8 1%
OTHER ETHNIC GROUP															
Arab	9 *%	9 *%	- -%	1 *%	- -%	3 *%	3 *%	2 *%	1 *%	5 *%	4 1% f	5 *%	- -%	9 *% f	- -%
Any other ethnic background	12 *%	10 *%	2 *%	- -%	- -%	4 *%	3 *%	2 *%	4 *%	7 *%	2 *%	7 *%	1 *%	10 *%	2 *%
Prefer not to say	14 *%	10 *%	3 1%	1 1%	1 *%	3 *%	1 *%	2 *%	5 *%	8 *%	1 *%	7 *%	- -%	9 *%	5 *%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 103

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	3677	893	656	1232	2444	286	940	957	2720	1752	1546	1967	1361	348
	82%	79%	79%	79%	83%	75%	75%	75%	84%	81%	84%	80%	85%	82%
					abc				abc		a		a	
Irish	54	12	8	17	37	4	13	15	39	23	26	26	24	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	6	3	1	4	2	-	1	1	4	2	3	2	2	2
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
Any other white background	122	32	20	43	80	10	36	37	85	47	54	79	30	13
	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%	2%	3%
												b		
MIXED/ MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	90	24	18	32	59	8	27	27	64	38	43	46	33	11
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
White and Black African	56	9	11	19	37	10	25	27	29	35	15	33	19	4
	1%	1%	1%	1%	1%	3%	2%	2%	1%	2%	1%	1%	1%	1%
						d	d	d		b				
White and Asian	57	13	12	19	38	3	25	25	32	34	15	36	19	2
	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	*%
							d	d		b				
Any other mixed/ multiple ethnic background	41	13	5	15	26	4	12	12	29	22	11	23	11	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
ASIAN AND BRITISH ASIAN														
Indian	63	17	21	26	37	12	33	34	28	30	25	50	9	4
	1%	1%	2%	2%	1%	3%	3%	3%	1%	1%	1%	2%	1%	1%
			d			d	d	d				b		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 103

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Pakistani	88 2%	34 3% d	22 3%	44 3% d	45 2%	17 4% d	42 3% d	44 3% d	45 1%	51 2%	27 1%	55 2%	27 2%	7 2%
Bangladeshi	37 1%	14 1%	10 1%	19 1%	18 1%	5 1%	18 1% d	19 1% d	18 1%	22 1% b	7 *%	28 1% b	6 *%	3 1%
Any other Asian background	30 1%	12 1%	5 1%	12 1%	18 1%	- -%	11 1%	11 1%	19 1%	14 1%	13 1%	18 1%	12 1%	- -%
BLACK AND BLACK BRITISH														
Caribbean	25 1%	5 *%	6 1%	8 1%	17 1%	- -%	7 1%	7 1%	18 1%	12 1%	10 1%	15 1%	9 1%	1 *%
African	55 1%	9 1%	11 1%	15 1%	40 1%	11 3% d	20 2%	20 2%	35 1%	32 1%	18 1%	38 2% b	11 1%	6 1%
Any other Black/ African/ Caribbean background	54 1%	23 2% d	22 3% d	32 2% d	23 1%	7 2% d	30 2% d	31 2% d	24 1%	33 2%	15 1%	26 1%	21 1%	7 2%
OTHER ETHNIC GROUP														
Arab	9 *%	2 *%	1 *%	2 *%	7 *%	2 1%	2 *%	2 *%	7 *%	4 *%	4 *%	7 *%	3 *%	- -%
Any other ethnic background	12 *%	4 *%	1 *%	4 *%	8 *%	- -%	2 *%	2 *%	10 *%	7 *%	3 *%	7 *%	2 *%	2 1%
Prefer not to say	14 *%	7 1% d	2 *%	8 1%	6 *%	1 *%	5 *%	5 *%	9 *%	6 *%	5 *%	6 *%	4 *%	4 1% ab

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
WHITE								
English/ Welsh/ Scottish/ Northern Irish/ British	3677	1644	1368	665	3677	-	849	2680
	82%	79%	84%	84%	95%	-%	85%	82%
			a	a	b		b	
Irish	54	22	21	10	54	-	15	35
	1%	1%	1%	1%	1%	-%	2%	1%
					b			
Gypsy, Traveller or Irish Traveller	6	2	2	2	6	-	3	2
	*%	*%	*%	*%	*%	-%	*%	*%
Any other white background	122	56	46	21	122	-	13	95
	3%	3%	3%	3%	3%	-%	1%	3%
					b			a
MIXED/ MULTIPLE ETHNIC GROUPS								
White and Black Caribbean	90	45	32	13	-	90	22	59
	2%	2%	2%	2%	-%	15%	2%	2%
						a		
White and Black African	56	38	12	6	-	56	16	34
	1%	2%	1%	1%	-%	9%	2%	1%
		b				a		
White and Asian	57	29	15	12	-	57	14	39
	1%	1%	1%	2%	-%	9%	1%	1%
						a		
Any other mixed/ multiple ethnic background	41	17	19	6	-	41	12	29
	1%	1%	1%	1%	-%	7%	1%	1%
						a		

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES a	NO b	MAYBE c	WHITE a	ETHNIC MINORITY GROUP b	YES a	NO b
Significance Level: 95%								
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
ASIAN AND BRITISH ASIAN								
Indian	63 1%	35 2% c	23 1%	5 1%	- -%	63 10% a	6 1%	54 2% a
Pakistani	88 2%	53 3%	25 2%	11 1%	- -%	88 14% a	17 2%	63 2%
Bangladeshi	37 1%	32 2% bc	3 *%	2 *%	- -%	37 6% a	9 1%	25 1%
Any other Asian background	30 1%	18 1%	9 1%	3 *%	- -%	30 5% a	3 *%	25 1%
BLACK AND BLACK BRITISH								
Caribbean	25 1%	8 *%	6 *%	12 1% ab	- -%	25 4% a	3 *%	18 1%
African	55 1%	34 2%	15 1%	7 1%	- -%	55 9% a	3 *%	50 2% a
Any other Black/ African/ Caribbean background	54 1%	31 1%	15 1%	9 1%	- -%	54 9% a	10 1%	43 1%
OTHER ETHNIC GROUP								
Arab	9 *%	7 *%	1 *%	2 *%	- -%	9 2% a	2 *%	7 *%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q37. Which one of these groups best describes your child ethnic group or background? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Any other ethnic background	12	8	3	1	-	12	3	9
	*%	*%	*%	*%	-%	2% a	*%	*%
Prefer not to say	14	5	5	4	-	-	1	9
	*%	*%	*%	1%	-%	-%	*%	*%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Hearing? Poor hearing, partial hearing, or are deaf	114	43	27	44	56	58	13	30	18	9	25	19	13	54	47
	3%	3%	2%	3%	2%	3%	2%	4% ad	3%	1%	3% d	2%	3%	2%	3%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	206	55	54	96	92	113	28	27	21	33	43	54	11	92	101
	5%	3%	4%	6% ab	4%	5%	4%	3%	3%	5%	5%	7% abc	3%	4%	6% ab
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	106	36	25	45	55	51	14	22	12	13	29	16	9	51	44
	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	4% a	2%	2%	2%	3%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	88	28	25	34	49	38	11	18	11	14	27	7	5	46	35
	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3% af	1%	1%	2%	2%
Breathing? Breathlessness or chest pains	95	35	23	37	45	50	19	15	11	12	14	22	8	47	40
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	232	69	62	101	129	103	43	26	35	27	51	50	23	99	107
	5%	4%	5%	6% a	6%	5%	5%	3%	5%	4%	6% b	6% b	5%	4%	6% b

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 104

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	381 8%	123 8%	112 9%	145 9%	240 11% b	140 6%	73 9% d	51 6%	80 13% abdf	31 5%	87 11% bdf	58 7%	31 7%	188 8%	155 9%
Mental health? Anxiety, depression, or trauma-related conditions, for example	325 7%	41 3%	77 6% a	207 13% ab	138 6%	187 8% a	23 3%	18 2%	36 6% ab	40 6% ab	78 10% abcd	129 16% abcde	8 2%	97 4% a	216 12% ab
Other illnesses/ conditions which impact or limit their daily activities	96 2%	38 2%	18 1%	41 3% b	57 3%	39 2%	23 3% d	15 2%	10 2%	8 1%	24 3% d	16 2%	8 2%	44 2%	43 2%
Nothing – no impairments or conditions impact or limit their daily activities	3285 73%	1235 77% c	968 75% c	1082 67%	1631 73%	1654 74%	604 75% ef	631 79% ef	477 74% ef	491 76% ef	550 68%	532 66%	361 80% c	1714 76% c	1198 68%
Prefer not to say	88 2%	32 2%	25 2%	31 2%	35 2%	53 2%	16 2%	16 2%	9 1%	16 2%	10 1%	21 3%	9 2%	41 2%	35 2%
Don't know	124 3%	43 3%	33 3%	48 3%	67 3%	57 3%	24 3%	19 2%	19 3%	14 2%	24 3%	24 3%	9 2%	63 3%	50 3%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Hearing? Poor hearing, partial hearing, or are deaf	114 3%	100 3%	7 2%	5 2%	2 1%	42 3% b	18 1%	24 3%	30 3% b	78 3% f	35 5% ef	69 4% f	10 6% f	91 3% f	23 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	206 5%	181 5% bd	12 3%	9 4%	4 2%	68 5%	46 4%	46 5%	46 4%	139 6% f	34 5%	117 6% f	13 7% f	163 5% f	42 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	106 2%	86 2%	13 3%	5 2%	3 2%	38 3% b	21 2%	21 2%	25 2%	70 3% f	28 4% f	65 3% f	13 7% acef	85 3% f	21 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	88 2%	73 2% d	11 3% d	3 1%	1 *%	33 3% b	15 1%	18 2%	22 2%	61 3% f	17 2% f	60 3% f	11 6% abef	72 2% f	15 1%
Breathing? Breathlessness or chest pains	95 2%	82 2%	7 2%	3 1%	3 2%	25 2%	20 2%	22 2%	28 3%	57 2%	22 3%	53 3%	7 4%	70 2%	25 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	232 5%	191 5%	21 5%	10 4%	10 6%	51 4%	47 4%	54 6% b	79 7% ab	128 5%	39 5%	111 6%	16 8%	158 5%	74 5%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 104

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	381 8%	314 8%	33 8%	14 6%	20 11% c	80 6%	85 7%	88 10% ab	127 12% ab	192 8%	53 7%	161 8%	14 7%	243 8%	138 10%
Mental health? Anxiety, depression, or trauma-related conditions, for example	325 7%	272 7%	28 7%	14 6%	11 6%	58 5%	77 6%	77 8% a	112 10% ab	153 6%	60 8%	148 8%	12 6%	212 7%	114 8%
Other illnesses/ conditions which impact or limit their daily activities	96 2%	81 2%	7 2%	4 2%	5 3%	20 2%	20 2%	18 2%	39 4% abc	51 2%	12 2%	37 2%	3 1%	64 2%	33 2%
Nothing – no impairments or conditions impact or limit their daily activities	3285 73%	2684 73%	299 75%	169 76%	134 75%	942 76% d	944 77% cd	676 73% d	715 66%	1741 72% c	531 73%	1309 69%	139 75%	2211 72% c	1074 75% c
Prefer not to say	88 2%	72 2%	6 2%	6 3%	4 2%	23 2%	20 2%	18 2%	24 2%	48 2%	12 2%	46 2%	5 3%	63 2%	26 2%
Don't know	124 3%	105 3%	11 3%	4 2%	3 2%	39 3% b	19 2%	19 2%	44 4% bc	80 3% f	30 4% f	62 3% f	3 1%	96 3% f	28 2%
Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f															

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 104

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Hearing? Poor hearing, partial hearing, or are deaf	114 3%	39 3%	33 4%	55 4%	59 2%	17 5%	55 4%	55 4%	59 2%	65 3%	39 2%	70 3%	33 2%	11 3%
		d	d	d		d	d	d						
Eyesight? Poor vision, colour blindness, partial sight, or are blind	206 5%	56 5%	61 7%	92 6%	113 4%	29 7%	91 7%	92 7%	114 4%	132 6%	53 3%	127 5%	60 4%	18 4%
			ad	d		d	d	d		b				
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	106 2%	39 3%	29 3%	52 3%	54 2%	15 4%	49 4%	52 4%	54 2%	63 3%	36 2%	61 2%	35 2%	10 2%
		d	d	d		d	d	d						
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	88 2%	33 3%	29 3%	46 3%	42 1%	21 6%	55 4%	55 4%	33 1%	61 3%	20 1%	50 2%	31 2%	6 1%
		d	d	d		d	d	d		b				
Breathing? Breathlessness or chest pains	95 2%	29 3%	38 5%	45 3%	49 2%	13 3%	40 3%	41 3%	54 2%	57 3%	28 2%	65 3%	23 1%	7 2%
			ad	d		d	d	d		b		b		
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	232 5%	66 6%	46 5%	86 6%	146 5%	31 8%	76 6%	81 6%	151 5%	117 5%	87 5%	122 5%	88 5%	22 5%
						d		d						

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 104

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	381 8%	105 9%	68 8%	131 8%	250 8%	42 11% b	94 7%	98 8%	282 9%	185 9%	155 8%	190 8%	150 9%	40 9%
Mental health? Anxiety, depression, or trauma-related conditions, for example	325 7%	56 5%	47 6%	82 5%	244 8% abc	34 9%	88 7%	91 7%	234 7%	191 9% b	116 6%	170 7%	128 8%	28 6%
Other illnesses/ conditions which impact or limit their daily activities	96 2%	24 2%	14 2%	29 2%	68 2%	11 3%	20 2%	21 2%	75 2%	48 2%	43 2%	54 2%	29 2%	13 3%
Nothing – no impairments or conditions impact or limit their daily activities	3285 73%	834 74%	597 72%	1133 73%	2153 73%	273 71%	860 69%	876 69%	2409 75% bc	1508 70%	1416 77% a	1815 74%	1156 72%	314 74%
Prefer not to say	88 2%	28 3%	17 2%	36 2%	52 2%	3 1%	32 3% a	32 3%	56 2%	45 2%	30 2%	53 2%	31 2%	4 1%
Don't know	124 3%	28 3%	30 4%	47 3%	77 3%	6 1%	52 4% ad	53 4% ad	71 2%	68 3%	41 2%	72 3%	44 3%	7 2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Hearing? Poor hearing, partial hearing, or are deaf	114	57	41	16	98	16	114	-
	3%	3%	3%	2%	3%	3%	11% b	-%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	206	119	48	38	166	39	206	-
	5%	6% b	3%	5% b	4%	6%	21% b	-%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	106	64	29	13	85	21	106	-
	2%	3% b	2%	2%	2%	3%	11% b	-%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	88	56	15	16	67	20	88	-
	2%	3% b	1%	2% b	2%	3% a	9% b	-%
Breathing? Breathlessness or chest pains	95	58	20	16	78	17	95	-
	2%	3% b	1%	2%	2%	3%	9% b	-%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	232	101	88	43	206	26	232	-
	5%	5%	5%	5%	5%	4%	23% b	-%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	381	157	146	78	350	31	381	-
	8%	8%	9%	10%	9% b	5% b	38% b	-%
Mental health? Anxiety, depression, or trauma-related conditions, for example	325	154	121	51	300	26	325	-
	7%	7%	7%	6%	8% b	4% b	32% b	-%
Other illnesses/ conditions which impact or limit their daily activities	96	41	36	20	86	10	96	-
	2%	2%	2%	2%	2%	2% b	10% b	-%
Nothing – no impairments or conditions impact or limit their daily activities	3285	1503	1202	580	2812	457	-	3285
	73%	72%	74%	73%	73%	74%	-%	100% a
Prefer not to say	88	44	21	24	65	20	-	-
	2%	2%	1%	3% b	2%	3% a	-%	-%

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q38. Do any of these impact or limit your child's day-to-day activities? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (MULTI CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
	Total	a	b	c	a	b	a	b
Significance Level: 95%								
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Don't know	124	68	38	17	101	21	-	-
	3%	3%	2%	2%	3%	3%	-%	-%

Columns Tested: a,b,c - a,b - a,b

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 105

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
	Total	3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4513	1514	1492	1507	2250	2263	754	760	746	746	750	757	471	2344	1667
Effective Weighted Sample	3829	1295	1278	1291	1911	1918	646	649	639	639	644	647	401	1980	1429
Total	4500	1607	1286	1607	2250	2250	804	804	643	643	804	804	453	2262	1757
Up to £199 per week / Up to £10,399 per year	326 7%	127 8%	79 6%	120 7%	156 7%	170 8%	63 8%	64 8%	35 5%	45 7%	59 7%	61 8%	29 6%	166 7%	128 7%
From £200 to £299 per week / From £10,400 to £15,599 per year	518 12%	173 11%	143 11%	202 13%	249 11%	269 12%	85 11%	88 11%	72 11%	71 11%	92 11%	110 14%	45 10%	246 11%	220 13%
From £300 to £499 per week / From £15,600 to £25,999 per year	770 17%	261 16%	229 18%	280 17%	392 17%	379 17%	140 17%	121 15%	115 18%	115 18%	137 17%	143 18%	59 13%	402 18% a	308 18% a
From £500 to £699 per week / From £26,000 to £36,399 per year	814 18%	299 19%	226 18%	288 18%	412 18%	402 18%	138 17%	161 20%	122 19%	105 16%	152 19%	136 17%	92 20%	399 18%	315 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	793 18%	308 19% c	238 18% c	247 15%	401 18%	392 17%	156 19%	152 19%	122 19%	116 18%	123 15%	125 16%	101 22% c	425 19% c	265 15%
£1,000 to £1,499 per week/ From £52,000 to £77,949 per year	570 13%	195 12%	176 14%	199 12%	284 13%	286 13%	97 12%	98 12%	89 14%	87 13%	98 12%	101 13%	64 14%	276 12%	228 13%
£1,500 and above per week/ £77,950 and above per year	338 8%	108 7%	105 8%	125 8%	184 8%	154 7%	59 7%	50 6%	54 8%	51 8%	71 9%	54 7%	27 6%	174 8%	137 8%
Don't know	118 3%	47 3%	25 2%	45 3%	53 2%	65 3%	23 3% c	24 3% c	7 1%	18 3% c	23 3% c	23 3% c	16 4%	52 2%	48 3%
Prefer not to say	254 6%	88 5%	64 5%	101 6%	120 5%	134 6%	44 5%	45 6%	27 4%	37 6%	50 6%	52 6%	21 5%	122 5%	107 6%

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 105

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440
Up to £199 per week / Up to £10,399 per year	326 7%	267 7%	29 7%	16 7%	13 7%	34 3%	39 3%	49 5% ab	204 19% abc	152 6% d	37 5%	126 7% d	3 2%	193 6% d	133 9% abcde
From £200 to £299 per week / From £10,400 to £15,599 per year	518 12%	428 12%	44 11%	30 13%	16 9%	62 5%	100 8% a	93 10% a	261 24% abc	251 10%	58 8%	220 12% b	18 10%	339 11% b	179 12% b
From £300 to £499 per week / From £15,600 to £25,999 per year	770 17%	613 17%	74 19%	43 19%	40 22% a	99 8%	221 18% a	184 20% a	264 24% abc	387 16% d	100 14% d	323 17% d	12 7%	496 16% d	274 19% abde
From £500 to £699 per week / From £26,000 to £36,399 per year	814 18%	672 18%	72 18%	35 16%	34 19%	149 12%	262 21% ad	240 26% abd	161 15%	436 18%	112 15%	318 17%	23 12%	546 18%	268 19%
From £700 to £999 per week / From £36,400 to £51,999 per year	793 18%	641 17%	81 20%	42 19%	29 16%	256 21% d	285 23% cd	180 19% d	70 6%	447 19% f	140 19% f	336 18%	27 15%	575 19% f	218 15%
£1,000 to £1,499 per week/ From £52,000 to £77,949 per year	570 13%	484 13%	42 11%	23 11%	20 12%	295 24% bcd	172 14% cd	89 10% d	14 1%	342 14% f	133 18% acef	268 14% f	44 24% acef	420 14% f	150 10%
£1,500 and above per week/ £77,950 and above per year	338 8%	289 8% c	29 7% c	9 4%	10 6%	265 21% bcd	55 4% cd	15 2% d	3 *%	213 9% f	103 14% acef	191 10% f	51 28% abcef	268 9% f	69 5%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY						
		Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4513	3001	600	604	308	1251	1221	934	1090	2333	706	1828	164	2999	1514	
Effective Weighted Sample	3829	2832	590	602	305	1064	1034	788	929	2002	604	1552	140	2558	1273	
Total	4500	3699	401	223	178	1247	1220	931	1087	2407	729	1894	186	3060	1440	
Don't know	118	99	6	9	4	21	23	27	44	61	19	34	4	74	44	
	3%	3%	1%	4%	2%	2%	2%	3%	4%	3%	3%	2%	2%	2%	3%	
				b					ab						c	
Prefer not to say	254	205	23	15	12	65	62	54	67	119	27	79	4	148	106	
	6%	6%	6%	7%	7%	5%	5%	6%	6%	5%	4%	4%	2%	5%	7%	
																abcde

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 105

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Up to £199 per week / Up to £10,399 per year	326 7%	83 7%	62 7%	110 7%	216 7%	15 4%	81 6%	82 6%	244 8% a	124 6%	162 9% a	149 6%	127 8% a	50 12% ab
From £200 to £299 per week / From £10,400 to £15,999 per year	518 12%	107 9%	80 10%	155 10%	363 12% ac	42 11%	161 13%	165 13%	353 11%	265 12%	195 11%	254 10%	212 13% a	52 12%
From £300 to £499 per week / From £15,600 to £25,999 per year	770 17%	176 16%	135 16%	262 17%	509 17%	68 18%	199 16%	204 16%	566 18%	365 17%	336 18%	399 16%	299 19%	73 17%
From £500 to £699 per week / From £26,000 to £36,399 per year	814 18%	207 18%	138 17%	270 17%	544 18%	54 14%	208 17%	213 17%	601 19%	394 18%	329 18%	453 18%	273 17%	88 21%
From £700 to £999 per week / From £36,400 to £51,999 per year	793 18%	207 18%	156 19%	285 18%	508 17%	63 16%	211 17%	216 17%	577 18%	377 17%	320 17%	457 19%	270 17%	66 16%
£1,000 to £1,499 per week/ From £52,000 to £77,949 per year	570 13%	160 14%	124 15% d	219 14%	351 12%	72 19% bcd	173 14%	175 14%	395 12%	291 13%	223 12%	352 14% bc	180 11%	38 9%
£1,500 and above per week/ £77,950 and above per year	338 8%	92 8%	81 10% d	126 8%	212 7%	52 14% d	159 13% d	161 13% d	177 5%	219 10% b	97 5%	233 9% bc	90 6%	15 3%
Don't know	118 3%	34 3%	17 2%	43 3%	75 3%	3 1%	17 1%	18 1%	100 3% abc	33 2%	65 4% a	52 2%	50 3%	15 4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4513	1089	811	1509	3004	377	1193	1223	3290	2122	1895	2396	1669	448
Effective Weighted Sample	3829	931	690	1289	2542	317	1016	1042	2790	1809	1602	2046	1414	373
Total	4500	1129	834	1555	2945	382	1250	1278	3222	2169	1848	2468	1606	426
Prefer not to say	254	63	41	85	169	12	41	45	209	101	121	120	105	29
	6%	6%	5%	5%	6%	3%	3%	4%	6%	5%	7%	5%	7%	7%
									abc		a		a	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Up to £199 per week / Up to £10,399 per year	326	122	145	59	266	58	116	188
	7%	6%	9%	7%	7%	9%	12%	6%
			a			a	b	
From £200 to £299 per week / From £10,400 to £15,599 per year	518	215	209	94	436	82	156	320
	12%	10%	13%	12%	11%	13%	16%	10%
			a				b	
From £300 to £499 per week / From £15,600 to £25,999 per year	770	321	311	138	668	98	218	526
	17%	15%	19%	17%	17%	16%	22%	16%
			a				b	
From £500 to £699 per week / From £26,000 to £36,399 per year	814	389	268	157	699	113	171	614
	18%	19%	17%	20%	18%	18%	17%	19%
From £700 to £999 per week / From £36,400 to £51,999 per year	793	378	285	130	694	94	132	640
	18%	18%	18%	16%	18%	15%	13%	19%
								a
£1,000 to £1,499 per week/ From £52,000 to £77,949 per year	570	310	165	95	502	68	79	476
	13%	15%	10%	12%	13%	11%	8%	14%
		b						a
£1,500 and above per week/ £77,950 and above per year	338	222	74	42	289	48	49	275
	8%	11%	5%	5%	7%	8%	5%	8%
		bc						a

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4513	2017	1693	803	3975	516	980	3326
Effective Weighted Sample	3829	1719	1429	685	3368	456	841	2814
Total	4500	2085	1621	794	3858	618	1003	3285
Don't know	118	34	63	21	96	22	34	73
	3%	2%	4%	3%	2%	4%	3%	2%
Prefer not to say	254	96	100	58	209	35	48	173
	6%	5%	6%	7%	5%	6%	5%	5%
			a	a				

Columns Tested: a,b,c - a,b - a,b

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

		CHILD'S AGE			GENDER OF CHILD		AGE GROUP AND GENDER OF CHILD						SCHOOL YEAR		
		3-7	8-11	12-16	BOY	GIRL	BOY 3-7	GIRL 3-7	BOY 8-11	GIRL 8-11	BOY 12-16	GIRL 12-16	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%	Total	~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	2999	-	1492	1507	1496	1503	-	-	746	746	750	757	-	1317	1667
Effective Weighted Sample	2540	-	1278	1291	1269	1272	-	-	639	639	644	647	-	1126	1429
Total	2893	-	1286	1607	1446	1446	-	-	643	643	804	804	-	1123	1757
A lot	349	**	144	205	188	161	**	**	81	63	107	98	**	126	222
	12%	**	11%	13%	13%	11%	**	**	13%	10%	13%	12%	**	11%	13%
											d				
A little	1014	**	645	369	536	478	**	**	323	322	213	155	**	589	416
	35%	**	50%	23%	37%	33%	**	**	50%	50%	27%	19%	**	52%	24%
			c		b				ef	ef	f			c	
None	1530	**	497	1033	723	807	**	**	239	258	484	550	**	408	1119
	53%	**	39%	64%	50%	56%	**	**	37%	40%	60%	68%	**	36%	64%
				b		a					cd	cde			b

Columns Tested: a,b,c - a,b - a,b,c,d,e,f - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
	Total	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE	TV	RADIO	APPS	SOUNDS	ANY	NONE
		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%															
Unweighted total	2999	2007	394	395	203	839	805	612	735	1394	511	1292	111	1927	1072
Effective Weighted Sample	2540	1878	386	394	200	714	681	514	626	1192	436	1093	93	1638	904
Total	2893	2374	257	144	117	824	767	588	707	1392	509	1294	120	1900	993
A lot	349	301	25	12	11	163	55	66	63	204	98	241	47	282	67
	12%	13%	10%	9%	9%	20%	7%	11%	9%	15%	19%	19%	39%	15%	7%
		c				bcd		b		f	aef	aef	abcef	f	
A little	1014	813	105	52	44	267	294	202	248	458	138	415	27	630	384
	35%	34%	41%	36%	38%	32%	38%	34%	35%	33%	27%	32%	23%	33%	39%
			a				a			bd				bd	abcde
None	1530	1260	128	80	62	394	418	320	397	729	272	639	46	988	542
	53%	53%	50%	56%	53%	48%	54%	54%	56%	52%	53%	49%	38%	52%	55%
							a	a	a	d	d	d		d	cd

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e,f

BBC CHILDREN'S TRACKER YEAR TWO - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2021 AND MARCH 2022.

Table 106

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	2999	361	518	692	2307	331	937	963	2036	1780	1096	1612	1113	274
Effective Weighted Sample	2540	303	440	583	1957	277	794	817	1725	1514	923	1371	944	228
Total	2893	353	509	675	2218	326	943	966	1926	1760	1022	1608	1041	244
A lot	349	78	91	135	214	80	216	220	129	268	74	269	69	11
	12%	22%	18%	20%	10%	25%	23%	23%	7%	15%	7%	17%	7%	5%
		d	d	d		d	d	d		b		bc		
A little	1014	131	183	242	771	102	323	333	681	606	360	531	392	90
	35%	37%	36%	36%	35%	31%	34%	34%	35%	34%	35%	33%	38%	37%
													a	
None	1530	143	234	297	1233	144	404	414	1116	887	588	807	580	143
	53%	41%	46%	44%	56%	44%	43%	43%	58%	50%	58%	50%	56%	59%
					abc				abc		a		a	a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	2999	1383	1080	536	2649	335	708	2154
Effective Weighted Sample	2540	1179	911	454	2243	296	603	1823
Total	2893	1395	990	508	2483	395	706	2050
A lot	349	253	68	28	281	66	109	211
	12%	18%	7%	5%	11%	17%	15%	10%
		bc				a	b	
A little	1014	473	346	195	861	146	262	694
	35%	34%	35%	38%	35%	37%	37%	34%
None	1530	669	576	286	1341	183	335	1145
	53%	48%	58%	56%	54%	46%	48%	56%
			a	a	b			a

Columns Tested: a,b,c - a,b - a,b