



CHILDREN'S OMNIBUS SURVEY

Spring 2026

Ofcom



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This project was carried out in compliance with ISO20252



Technical note on survey method

Sampling and Fieldwork

The Children's Omnibus sample is designed to be representative of the child and young adult population resident in Wales aged 7 – 18 years old. Interviews were self-completion and were undertaken online using the Cint online panel exchange platform. Parental permission was gained and recorded for all surveys carried out by those aged 15 or under.

The Cint platform and its products comply with ESOMAR, MRS, ARF, MRIA, AMA, AMSRO and Insights Association standards. Cint also complies with ISO 20252. Multiple data quality checks are built into the Cint system including GEO IP check and CAPTCHA at registration, unique respondent identification and fraudulent behaviour checks. On top of this Beaufort builds in its own quality control questions and measures within the survey and excludes respondents who fail these checks.

The survey was subject to interlocking demographic quota controls of age within gender. Questionnaires were completed by residents of every local authority in Wales. Online surveys were configured for PC/ tablet and smartphone completion and English and Welsh versions of each were offered to every respondent.

Fieldwork for the Spring 2026 survey took place between 23 March and 12 April 2026. A total of 406 surveys were completed and analysed.

Tabulations

The survey data has been weighted by gender, age (7-10/ 11-15/ 16-18), broad region (North, Mid/ South West and South East/ Valleys) and social grade (ABC1/ C2DE). Information from the 2021 Census has been used to set these weights and ensure that the sample is representative of the wider universe.

Tables are presented in the form of numbers and integer percentages with the un-weighted and weighted sample base shown at the top of each column. Where the base is anything other than the total sample this is indicated underneath the table heading and follows logically from the question sequence and routing.

Arithmetic rounding to whole numbers means that columns of percentages do not necessarily sum to exactly 100%. Where more than one answer can be given to a question the sum of percentages may exceed 100%. 0 denotes a weighted sample of less than 0.5 and 0% denotes a percentage of less than 0.5%. Where column bases are less than about 50, percentages need to be interpreted with care.

A standard analysis of questions asked is provided as an integral part of the service involving demographic information collected as a matter of course towards the end of the interview.

A guide to the tabulations

1. Tables are presented in question order with the question number analysed shown at the top of the table.
2. The sample bases are shown at the top of each column.
3. Where the base for a table is not the total sample it is described underneath the table heading.
4. Tables are in the form of integer column percentages and actual sample numbers.
5. Arithmetic rounding to whole numbers means that columns of percentage do not necessarily sum to exactly 100%.
6. Where more than one answer can be given to a question the sum of percentages may exceed 100%.
7. 0 denotes a weighted sample of less than 0.5 and 0% denotes a percentage of less than 0.5%.
8. Care should be taken in interpretation of data where the base sizes are particularly small. The following is a guide showing confidence intervals attached to various sample sizes (showing confidence intervals where the results would be at 50% and at 10 or 90%).

95% Confidence Intervals for different results with different sample sizes (excluding design factors):

	Un-weighted Sample Size				
	500	400	300	200	100
50%	+/-4.4%	+/-5.0%	+/-5.7%	+/-6.9%	+/-9.8%
10 / 90%	+/-2.6 %	+/-3.0 %	+/-3.4%	+/-4.2%	+/-5.9%

For example, if 50% of a sample of 400 answers “Yes” to a question, we can be 95% sure that between 45.0% and 55.0% of the population holds the same opinion (i.e. +/-5.0%). However, if 50% of a sample of 100 answers “Yes” to a question, we can be 95% sure that between 40.2% and 59.8% of the population holds this opinion (i.e. +/-9.8%), etc.

9. A column breakdown has been used to analyse against all questions (see next page)

Questions asked

These appeared on the questionnaire as shown overleaf

Children's PSM

SHORT INTRO

We are now going to ask you some simple questions about the things you like to watch on TV.

SECTION 1: CONSUMPTION

1. How often do you watch programmes or films on any of these **TV channels**?

ASK ALL

1	Any BBC TV channel (e.g. CBBC, CBeebies, BBC One, BBC Two)
2	Any ITV TV channel (e.g. ITVX kids, ITV Cymru, ITV2, ITV3)
3	Any Channel 4 TV channel (e.g. Channel 4, E4, Film4)
4	Any Channel 5 TV channel (e.g. Milkshake!, Channel 5, 5USA)
6	S4C (Welsh language)
7	BBC ALBA (Scottish Gaelic) (e.g. CBBC ALBA, CBeebies ALBA)
8	Any Sky channel (e.g. Sky Kids, Sky Atlantic, Sky Sports)
9	Any STV channel
10	Cartoon Network
11	Nickelodeon/Nick Jr
12	POP/Tiny Pop/Pop Max
13	Any other broadcast TV channels (please write in)

1	At least daily
2	At least weekly
3	At least monthly
4	Less often than monthly
5	Never, but I used to in the past
6	Never, and I have never used this channel
7	Don't know/ can't remember

2. How often do you watch programmes or films on these **TV catch-up, on-demand or streaming services?**

ASK ALL

1	BBC iPlayer
2	ITVX or ITVX Premium (was ITV Hub or ITV Hub+)
3	STV Player or STV Player VIP
4	Channel 4 or Channel 4+ streaming service (was All4/ All4+/ 4OD)
5	Channel 5 streaming service (was My5/ Demand 5)
6	S4C Clic or S4C on BBC iPlayer (Welsh language)
7	Sky On Demand or Sky Go
8	U streaming service (was UKTV Play)
9	Virgin TV On Demand or Virgin Media Anywhere
10	Netflix
11	Amazon Prime Video
12	NOW
13	Disney+
14	Apple TV+
15	YouTube
16	Any other catch-up, on-demand or streaming services (please write in)

1	At least daily
2	At least weekly
3	At least monthly
4	Less often than monthly
5	Never, but I used to in the past
6	Never, and I have never used this service
7	Don't know/ can't remember

3. Here are all the TV channels and TV catch-up, on-demand or streaming services you said you regularly use. When thinking about what to watch, which services are you most likely to turn to first? *Please select a maximum of 3 options*

ASK ALL – SHOW SERVICES USED WEEKLY OR DAILY IN 1 + 2

SECTION 2: SATISFACTION/PREFERENCES

4. Thinking about all the programmes and films you have ever watched... Please give a rating to show how much you like each of the following channels or services.

ASK ALL – SHOW SERVICES USED IN 1 + 2

1	Dislike
2	
3	Neither like or dislike
4	
5	Like
6	Don't know

SECTION 3: REASONS FOR/FOR NOT WATCHING S4C

5. a) You said you have watched the S4C TV channel in the past, why do you no longer watch it?

Please select all that apply

ASK THOSE WHO SELECTED CODE 5 FOR S4C AT QUESTION 1

1	I don't like the programmes on S4C
2	I don't find the programmes on S4C interesting
3	I prefer to watch other channels
4	I prefer to use streaming services
5	I forget to watch S4C
6	There isn't enough variety in the programmes on S4C
7	I'm not interested in Welsh language programmes
8	Another reason (please write in)
9	Don't know

5. b) You said you have watched S4C Clic or S4C on BBC iPlayer in the past, why do you no longer watch it? *Please select all that apply*

ASK THOSE WHO SELECTED CODE 5 FOR S4C AT QUESTION 2

1	I don't like the programmes on S4C
2	I don't find the programmes on S4C interesting
3	I prefer to use other streaming services
4	I forget to use S4C Clic / watch S4C on BBC iPlayer
5	There isn't enough variety in the programmes on S4C
6	I'm not interested in Welsh language programmes
7	Another reason (please write in)
8	Don't know

6. You said you have never watched S4C, S4C Clic, or S4C on iPlayer, why is this?

Please select all that apply

ASK THOSE WHO SELECTED CODE 6 FOR S4C AT QUESTIONS 1 **AND** 2

1	I don't speak Welsh at all
2	I don't speak Welsh well enough
3	I don't like the programmes on S4C
4	I don't find the programmes on S4C interesting
5	I prefer to watch other channels/ use streaming services
6	I forget to use S4C
7	There isn't enough variety in the programmes on S4C
8	I'm not interested in Welsh language programmes
9	Another reason (please write in)
10	Don't know

7. What kinds of content do you watch on S4C, S4C Clic, or S4C on BBC iPlayer? *Please select all that apply.* USERS OF S4C/S4C CLIC

1	Animation/ Cartoon
2	Drama
3	Entertainment / Comedy
4	Factual/ Documentaries
5	Music
6	News / Current affairs
7	Sports
8	Educational
9	Other (please write in)
10	Don't know

8. What is your favourite show on S4C? (write in)

USERS OF S4C/S4C CLIC

9. Why do you watch S4C? *Please select all that apply.*

USERS OF S4C/S4C CLIC

1	It's the only Welsh language TV channel I know of
2	It is important to me to watch Welsh language content
3	To help me learn Welsh

4	I enjoy the TV programmes
5	It represents culture and life in Wales
6	I prefer to watch programmes that have a Welsh perspective
7	Someone else turns it on
8	Another reason (please write in)
9	Don't know

10. Which is the most important reason why you watch S4C?

USERS OF S4C/S4C CLIC – ask if multiple options selected at Q11, show options selected

SECTION 2: PSM QUALITIES

You may or may not know that collectively, the main UK broadcasters, which include the BBC, ITV (including ITV Cymru Wales), Channel 4, Channel 5, and S4C are known as '**public service broadcasters**'.

The public service broadcasters are expected to provide a range of high-quality programmes to inform, educate and entertain, to provide UK programmes and news output and to reflect the UK and its diverse communities.

These next questions are about how you feel about S4C (including S4C, S4C Clic, or S4C on BBC iPlayer) and how well or how badly it delivers its services to you.

11. How much do you agree or disagree that S4C provides the following things for you?

Please select one answer per row

USERS OF S4C/S4C CLIC

Statement list	
1	Programmes and content made for audiences in Wales
2	Programmes and content which reflects the lives of people like me
3	A wide range of different types of programmes and content
4	High quality and creative programmes and content
5	Trusted and accurate news
6	Programmes and content that promote the Welsh language
7	Programmes and content that help and encourage people to learn about new things

1	Agree
2	Neither agree or disagree
3	Disagree
4	Don't know

12. In the past six months, have you seen any **S4C programmes, content or clips** on any of these services? *Please select all that apply.*

ASK ALL

1	YouTube
2	Netflix
3	Amazon Prime Video
4	Disney+
5	Instagram
6	X (was Twitter)
7	Facebook
8	Snapchat
9	TikTok
10	None of these
11	Don't know

13. Have you used the **S4C YouTube channel**?

ASK ALL

1	Yes
2	No
3	Don't know

14. What types of videos have you watched on the S4C YouTube channel?

ASK ALL USING S4C YOUTUBE CHANNEL

1	Animation/ Cartoon
2	Drama
3	Entertainment / Comedy
4	Factual/ Documentaries
5	Music
6	News / Current affairs
7	Sports
8	Educational
9	Other (please write in)
10	Don't know

EXTRA DEMOGRAPHIC QUESTIONS – to be answered by parents

15. Which one of these groups best describes your child's ethnic group or backgroundS?

ASK ALL

Please select one only

		Scripting notes
	White	heading not Code
1	British/ Welsh/ English/Scottish/Northern Irish	
2	Irish	
3	Gypsy, Traveller or Irish Traveller	
4	Any other White background	
	Mixed	heading not Code
5	White and Black Caribbean	
6	White and Black African	
7	White and Asian	
8	Any other Mixed/ Multiple ethnic background	
	Asian and British Asian	heading not Code
9	Indian	
10	Pakistani	
11	Bangladeshi	
12	Chinese	
13	Any other Asian background	
	Black and Black British	heading not Code
14	African	
15	Caribbean	
16	Any other Black/ African/ Caribbean background	
	Other ethnic group	heading not Code
17	Arab	
95	Any other ethnic background	
98	Prefer not to say	

16. Do any of the below impact or limit your child's day-to-day activities? These could affect them on an ongoing basis or at particular times.

ASK ALL

Please select all that apply

1	Hearing: Partial hearing, having tinnitus or are D/deaf
2	Eyesight: Colour blindness, partial sight, or are blind
3	Speech: Difficulty with speech for example due to a stroke, stutter or stammer
4	Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty
5	Dexterity: Limited ability to reach, difficulty opening things with their hands, difficulty using a telephone handset, television remote control or computer keyboard
6	Breathing: Breathlessness or chest pains
7	Other physical condition
8	Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
9	Neurodiversity: such as autism, attention deficit disorder (ADHD), dyslexia
10	Mental health: such as anxiety, depression, trauma-related conditions
11	Other long-term conditions which impact or limit their daily activities: such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions
12	Nothing – no conditions that impact or limit their daily activities
97	Don't know
98	Prefer not to say