

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

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Base : Those whose child watches Britbox at least weekly	

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Base : Those whose child listens to RadioPlayer at least weekly	
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Base : Those whose child listens to Deezer at least weekly	

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Base : Those whose child listens to Amazon Music at least weekly	
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Base : Those whose child uses the BBC Newsround site at least weekly	
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Base : Those whose child uses the CBeebies site/ app at least weekly	
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Base : Those whose child uses the CBBC site at least weekly	
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Base : Those whose child uses the BBC Own It site at least weekly	
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Base : All 8-16 year olds who watch Newsround on CBBC/ iPlayer or use the Newsround website	
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Base : All 8-16 year olds	
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Base : All parents of children aged 4-7 and all children aged 8-16	
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Base : Those whose child watches CBeebies at least weekly	

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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)	366
Base : Those whose child watches CBeebies at least weekly	
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Base : Those whose child watches CBeebies at least weekly	
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Base : Those whose child watches CBBC at least weekly	
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Base : All respondents	
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Base : All parents of children aged 3-7	
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Base : All 8-16 year olds	
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Base : All 8-16 year olds	
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Base : All 8-16 year olds	
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Base : All 8-16 year olds	
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Base : All parents of children aged 3-7	

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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)	442
Base : All parents of children aged 3-7	
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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)	454
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)	458
Base : All respondents	
Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	462
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)	466
Base : All respondents	
Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	470
Base : Those who have used any BBC services weekly	
Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	474
Base : Those who have used any BBC services weekly	
Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	478
Base : Those who have used any BBC services weekly	
Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)	482
Base : Those who have used any BBC services weekly	
Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)	486
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)	490
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)	494
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)	504
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)	513
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) 521

Base : All parents of 8-16 year olds

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Table 1

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
England	3911	1351	1142	1418	2011	1900	693	658	589	553	729	689	328	1994	1589
	85%	85%	84%	85%	85%	85%	85%	85%	85%	84%	85%	85%	80%	85% a	86% a
Wales	208	70	65	73	104	103	36	33	33	32	34	38	17	107	83
	5%	4%	5%	4%	4%	5%	4%	4%	5%	5%	4%	5%	4%	5%	5%
Scotland	346	124	105	118	174	172	62	61	50	54	61	56	52	175	118
	8%	8%	8%	7%	7%	8%	8%	8%	7%	8%	7%	7%	13% bc	7%	6%
Northern Ireland	143	47	44	52	77	66	24	22	24	20	28	24	14	73	56
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 1

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
England	3911	3911	-	-	-	1171	1112	740	887	2136	596	1825	206	2735	1176
	85%	100%	-%	-%	-%	86%	85%	83%	86%	86%	84%	85%	88%	85%	83%
		bcd													
Wales	208	-	-	208	-	59	57	47	44	111	36	91	12	142	65
	5%	-%	-%	100%	-%	4%	4%	5%	4%	4%	5%	4%	5%	4%	5%
				abd											
Scotland	346	-	346	-	-	92	104	74	76	166	53	154	11	226	120
	8%	-%	100%	-%	-%	7%	8%	8%	7%	7%	7%	7%	5%	7%	9%
			acd												
Northern Ireland	143	-	-	-	143	41	39	32	30	71	24	67	6	96	47
	3%	-%	-%	-%	100%	3%	3%	4%	3%	3%	3%	3%	2%	3%	3%
				abc											

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 1

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1. NATION

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS									CHILD EVER USES		LIKE OR DISLIKE BBC		
	WEEKLY				CHILD WATCHES NEWSROUND WEEKLY					BITESIZE				
	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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
England	3911	980	727	1334	2577	328	1253	1279	2632	1725	1769	2248	1266	397
	85%	86%	85%	86%	85%	86%	85%	85%	85%	86%	85%	85%	85%	83%
Wales	208	46	38	63	144	15	64	65	143	88	97	116	70	22
	5%	4%	4%	4%	5%	4%	4%	4%	5%	4%	5%	4%	5%	5%
Scotland	346	82	58	113	233	27	106	110	236	136	165	188	113	45
	8%	7%	7%	7%	8%	7%	7%	7%	8%	7%	8%	7%	8%	9%
Northern Ireland	143	36	28	49	94	11	44	45	98	67	61	83	45	15
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
England	3911	1895	1393	623	3001	863	856	2815
	85%	85%	84%	85%	83%	90% a	86%	85%
Wales	208	95	78	35	182	24	45	150
	5%	4%	5%	5%	5% b	3%	5%	5%
Scotland	346	158	132	55	291	52	70	255
	8%	7%	8%	8%	8% b	5%	7%	8%
Northern Ireland	143	72	51	20	126	17	29	105
	3%	3%	3%	3%	4% b	2%	3%	3%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 2

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
North East	175 4%	63 4%	51 4%	61 4%	98 4%	78 3%	34 4%	29 4%	27 4%	24 4%	37 4%	24 3%	22 5%	84 4%	69 4%
Yorkshire and Humberside	383 8%	117 7%	124 9%	142 9%	214 9%	168 8%	56 7%	60 8%	79 11% abdf	45 7%	79 9%	63 8%	28 7%	193 8%	162 9%
North West	521 11%	177 11%	130 10%	214 13% b	271 11%	250 11%	89 11%	88 11%	64 9%	66 10%	118 14% cd	96 12%	43 10%	248 11%	230 12%
West Midlands	429 9%	156 10%	130 10%	144 9%	220 9%	209 9%	92 11% e	64 8%	69 10%	61 9%	59 7%	85 10% e	32 8%	230 10%	167 9%
East Midlands	332 7%	114 7%	119 9% c	99 6%	153 6%	179 8%	54 7%	60 8%	51 7%	69 10% aef	48 6%	51 6%	25 6%	189 8%	118 6%
East of England	443 10%	147 9%	132 10%	163 10%	247 10%	196 9%	74 9%	73 9%	75 11%	58 9%	98 11% f	65 8%	37 9%	217 9%	189 10%
South West	364 8%	126 8%	103 8%	135 8%	168 7%	196 9%	59 7%	67 9%	45 6%	58 9%	64 8%	71 9%	34 8%	184 8%	147 8%
South East	646 14%	219 14%	176 13%	251 15%	316 13%	330 15%	111 14%	108 14%	80 12%	95 14%	125 15%	126 16% c	55 13%	316 13%	275 15%
London	618 13%	232 15%	177 13%	209 13%	324 14%	294 13%	124 15%	108 14%	99 14%	78 12%	101 12%	108 13%	54 13%	332 14%	233 13%
SUMMARY															
England	3911 85%	1351 85%	1142 84%	1418 85%	2011 85%	1900 85%	693 85%	658 85%	589 85%	553 84%	729 85%	689 85%	328 80%	1994 85% a	1589 86% a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Wales	208	70	65	73	104	103	36	33	33	32	34	38	17	107	83
	5%	4%	5%	4%	4%	5%	4%	4%	5%	5%	4%	5%	4%	5%	5%
Scotland	346	124	105	118	174	172	62	61	50	54	61	56	52	175	118
	8%	8%	8%	7%	7%	8%	8%	8%	7%	8%	7%	7%	13% bc	7%	6%
Northern Ireland	143	47	44	52	77	66	24	22	24	20	28	24	14	73	56
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 2

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
North East	175 4%	175 4%	- -%	- -%	- -%	46 3%	58 4%	25 3%	46 4%	93 4%	14 2%	70 3%	7 3%	114 4%	61 4%
		bcd								b				b	b
Yorkshire and Humberside	383 8%	383 10%	- -%	- -%	- -%	101 7%	104 8%	77 9%	101 10%	192 8%	51 7%	183 9%	18 7%	252 8%	131 9%
		bcd													
North West	521 11%	521 13%	- -%	- -%	- -%	155 11%	145 11%	90 10%	131 13%	271 11%	62 9%	235 11%	25 11%	357 11%	164 12%
		bcd													
West Midlands	429 9%	429 11%	- -%	- -%	- -%	117 9%	139 11%	78 9%	95 9%	232 9%	79 11%	202 9%	17 7%	305 10%	124 9%
		bcd													
East Midlands	332 7%	332 8%	- -%	- -%	- -%	93 7%	85 6%	64 7%	91 9%	177 7%	49 7%	136 6%	10 4%	220 7%	112 8%
		bcd													
East of England	443 10%	443 11%	- -%	- -%	- -%	133 10%	108 8%	107 12%	95 9%	236 9%	74 10%	212 10%	28 12%	327 10%	116 8%
		bcd						b							
South West	364 8%	364 9%	- -%	- -%	- -%	78 6%	89 7%	78 9%	119 12%	199 8%	54 8%	156 7%	11 5%	254 8%	111 8%
		bcd						a	ab						
South East	646 14%	646 17%	- -%	- -%	- -%	158 12%	194 15%	156 17%	138 13%	358 14%	102 14%	251 12%	33 14%	435 14%	211 15%
		bcd					a	ad		c					c
London	618 13%	618 16%	- -%	- -%	- -%	291 21%	191 15%	66 7%	70 7%	378 15%	112 16%	380 18%	58 25%	471 15%	147 10%
		bcd				bcd	cd			f	f	aef	abcef	f	
SUMMARY															
England	3911 85%	3911 100%	- -%	- -%	- -%	1171 86%	1112 85%	740 83%	887 86%	2136 86%	596 84%	1825 85%	206 88%	2735 85%	1176 83%
		bcd													

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 2

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Wales	208	-	-	208	-	59	57	47	44	111	36	91	12	142	65
	5%	-%	-%	100% abd	-%	4%	4%	5%	4%	4%	5%	4%	5%	4%	5%
Scotland	346	-	346	-	-	92	104	74	76	166	53	154	11	226	120
	8%	-%	100% acd	-%	-%	7%	8%	8%	7%	7%	7%	7%	5%	7%	9%
Northern Ireland	143	-	-	-	143	41	39	32	30	71	24	67	6	96	47
	3%	-%	-%	-%	100% abc	3%	3%	4%	3%	3%	3%	3%	2%	3%	3%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 2

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
North East	175	48	23	60	115	7	42	42	133	66	88	82	73	21
	4%	4%	3%	4%	4%	2%	3%	3%	4% abc	3%	4%	3%	5% a	4%
Yorkshire and Humberside	383	83	69	114	268	35	119	121	262	168	171	198	128	56
	8%	7%	8%	7%	9%	9%	8%	8%	8%	8%	8%	8%	9%	12% a
North West	521	123	97	166	355	54	171	175	346	230	237	293	172	57
	11%	11%	11%	11%	12%	14%	12%	12%	11%	11%	11%	11%	11%	12%
West Midlands	429	106	91	159	270	34	149	154	275	200	191	244	149	36
	9%	9%	11%	10%	9%	9%	10%	10%	9%	10%	9%	9%	10%	7%
East Midlands	332	87	56	109	223	42	112	115	217	151	147	192	103	37
	7%	8%	7%	7%	7%	11% d	8%	8%	7%	7%	7%	7%	7%	8%
East of England	443	104	57	133	310	30	127	130	313	202	195	270	134	38
	10%	9%	7%	9%	10% b	8%	9%	9%	10%	10%	9%	10%	9%	8%
South West	364	102	66	134	230	18	104	104	261	137	179	198	120	46
	8%	9%	8%	9%	8%	5%	7%	7%	8% a	7%	9%	8%	8%	10%
South East	646	139	112	195	450	33	140	145	501	247	339	347	234	65
	14%	12%	13%	13%	15% a	9%	10%	10%	16% abc	12%	16% a	13%	16% a	13%
London	618	188	156	263	355	75	291	294	324	323	221	423	154	41
	13%	16% d	18% d	17% d	12%	20% d	20% d	20% d	10%	16% b	11%	16% bc	10%	9%
SUMMARY														
England	3911	980	727	1334	2577	328	1253	1279	2632	1725	1769	2248	1266	397
	85%	86%	85%	86%	85%	86%	85%	85%	85%	86%	85%	85%	85%	83%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

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		4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample		3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total		4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Wales		208	46	38	63	144	15	64	65	143	88	97	116	70	22
		5%	4%	4%	4%	5%	4%	4%	4%	5%	4%	5%	4%	5%	5%
Scotland		346	82	58	113	233	27	106	110	236	136	165	188	113	45
		8%	7%	7%	7%	8%	7%	7%	7%	8%	7%	8%	7%	8%	9%
Northern Ireland		143	36	28	49	94	11	44	45	98	67	61	83	45	15
		3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 2

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
North East	175	77	76	22	149	26	46	119
	4%	3%	5%	3%	4%	3%	5%	4%
Yorkshire and Humberside	383	162	150	70	302	77	76	288
	8%	7%	9%	10%	8%	8%	8%	9%
North West	521	237	204	80	401	117	110	386
	11%	11%	12%	11%	11%	12%	11%	12%
West Midlands	429	226	141	62	322	105	101	299
	9%	10%	9%	8%	9%	11%	10%	9%
East Midlands	332	158	118	56	261	68	62	255
	7%	7%	7%	8%	7%	7%	6%	8%
East of England	443	215	149	79	355	84	97	316
	10%	10%	9%	11%	10%	9%	10%	10%
South West	364	164	133	67	316	45	93	245
	8%	7%	8%	9%	9%	5%	9%	7%
					b			
South East	646	298	252	96	545	91	145	471
	14%	13%	15%	13%	15%	9%	15%	14%
					b			
London	618	358	169	91	349	251	125	436
	13%	16%	10%	12%	10%	26%	13%	13%
		bc				a		
SUMMARY								
England	3911	1895	1393	623	3001	863	856	2815
	85%	85%	84%	85%	83%	90%	86%	85%
						a		

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD1/ QD2. NATION/ REGION

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
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Wales	208	95	78	35	182	24	45	150
	5%	4%	5%	5%	5% b	3%	5%	5%
Scotland	346	158	132	55	291	52	70	255
	8%	7%	8%	8%	8% b	5%	7%	8%
Northern Ireland	143	72	51	20	126	17	29	105
	3%	3%	3%	3%	4% b	2%	3%	3%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 3

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
A	369	140	111	118	207	161	74	66	71	39	62	55	26	208	135
	8%	9%	8%	7%	9%	7%	9%	9%	10%	6%	7%	7%	6%	9%	7%
							d		df						
B	995	327	299	370	518	477	171	155	155	144	192	178	85	503	407
	22%	21%	22%	22%	22%	21%	21%	20%	22%	22%	22%	22%	21%	21%	22%
C1	1313	452	394	467	647	666	218	235	200	193	230	237	125	666	521
	28%	28%	29%	28%	27%	30%	27%	30%	29%	29%	27%	29%	30%	28%	28%
C2	894	302	263	329	460	433	164	137	127	136	169	160	87	442	365
	19%	19%	19%	20%	19%	19%	20%	18%	18%	21%	20%	20%	21%	19%	20%
D	654	241	180	233	339	315	125	116	94	86	120	113	55	340	259
	14%	15%	13%	14%	14%	14%	15%	15%	13%	13%	14%	14%	13%	14%	14%
E	383	129	109	144	194	189	64	65	49	60	81	64	35	190	158
	8%	8%	8%	9%	8%	8%	8%	8%	7%	9%	9%	8%	8%	8%	9%
SUMMARY															
AB	1364	467	409	488	725	638	245	222	226	183	254	233	110	711	542
	30%	29%	30%	29%	31%	28%	30%	29%	32%	28%	30%	29%	27%	30%	29%
DE	1037	370	289	377	533	504	189	181	143	147	201	176	90	530	417
	23%	23%	21%	23%	23%	22%	23%	23%	21%	22%	24%	22%	22%	23%	23%
ABC1	2677	919	803	955	1373	1304	463	456	426	377	484	471	236	1377	1063
	58%	58%	59%	57%	58%	58%	57%	59%	61%	57%	57%	58%	57%	59%	58%
C2DE	1930	672	553	706	993	937	354	318	270	283	369	336	176	971	783
	42%	42%	41%	43%	42%	42%	43%	41%	39%	43%	43%	42%	43%	41%	42%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 3

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
A	369	328	14	15	11	369	-	-	-	247	102	265	49	309	60
	8%	8%	4%	7%	8%	27%	-%	-%	-%	10%	14%	12%	21%	10%	4%
		b		b	b	bcd				f	aef	aef	abcef	f	
B	995	843	78	44	30	995	-	-	-	591	204	548	69	749	246
	22%	22%	22%	21%	21%	73%	-%	-%	-%	24%	29%	26%	29%	23%	17%
						bcd				f	aef	f	f	f	
C1	1313	1112	104	57	39	-	1313	-	-	737	191	587	63	940	373
	28%	28%	30%	27%	28%	-%	100%	-%	-%	30%	27%	27%	27%	29%	26%
						acd									
C2	894	740	74	47	32	-	-	894	-	431	120	355	35	581	312
	19%	19%	21%	23%	23%	-%	-%	100%	-%	17%	17%	17%	15%	18%	22%
				a				abd							abcde
D	654	562	47	24	21	-	-	-	654	310	64	248	14	400	254
	14%	14%	14%	12%	14%	-%	-%	-%	63%	12%	9%	12%	6%	13%	18%
									abc	bd		d		bd	abcde
E	383	325	28	20	9	-	-	-	383	168	29	134	6	219	164
	8%	8%	8%	10%	7%	-%	-%	-%	37%	7%	4%	6%	3%	7%	12%
									abc	bd		bd		bd	abcde
SUMMARY															
AB	1364	1171	92	59	41	1364	-	-	-	838	306	813	118	1058	306
	30%	30%	27%	29%	29%	100%	-%	-%	-%	34%	43%	38%	50%	33%	22%
						bcd				f	acef	aef	acef	f	
DE	1037	887	76	44	30	-	-	-	1037	478	92	381	20	619	418
	23%	23%	22%	21%	21%	-%	-%	-%	100%	19%	13%	18%	8%	19%	30%
						abc			bd			bd		bd	abcde
ABC1	2677	2284	196	116	81	1364	1313	-	-	1575	497	1400	181	1998	679
	58%	58%	57%	56%	56%	100%	100%	-%	-%	63%	70%	66%	77%	62%	48%
						cd	cd			f	acef	ef	acef	f	
C2DE	1930	1627	150	91	62	-	-	894	1037	909	212	736	54	1200	730
	42%	42%	43%	44%	44%	-%	-%	100%	100%	37%	30%	34%	23%	38%	52%
								ab	ab	bd		bd		bcd	abcde

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

Prepared by Critical Research : 0203 643 9043

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 3

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
A	369	113	112	170	198	67	231	234	134	225	115	276	71	22
	8%	10%	13%	11%	7%	18%	16%	16%	4%	11%	5%	10%	5%	5%
		d	ad	d		d	d	d		b		bc		
B	995	267	233	388	607	96	395	402	593	507	389	636	289	70
	22%	23%	27%	25%	20%	25%	27%	27%	19%	25%	19%	24%	19%	15%
		d	d	d		d	d	d		b		bc	c	
C1	1313	314	210	409	904	107	373	383	930	545	627	778	427	108
	28%	27%	25%	26%	30%	28%	25%	26%	30%	27%	30%	30%	29%	23%
					bc				bc			c	c	
C2	894	199	140	269	625	60	243	248	645	368	426	476	305	113
	19%	17%	17%	17%	21%	16%	17%	17%	21%	18%	20%	18%	20%	24%
					abc				abc					a
D	654	159	94	205	449	31	144	148	506	232	344	306	248	101
	14%	14%	11%	13%	15%	8%	10%	10%	16%	12%	16%	12%	17%	21%
					b				abc		a		a	ab
E	383	92	62	118	265	20	81	83	299	139	190	163	155	65
	8%	8%	7%	8%	9%	5%	6%	6%	10%	7%	9%	6%	10%	14%
									abc		a		a	a
SUMMARY														
AB	1364	380	344	559	805	163	626	636	727	732	504	912	359	92
	30%	33%	40%	36%	26%	43%	43%	42%	23%	36%	24%	35%	24%	19%
		d	acd	d		d	d	d		b		bc	c	
DE	1037	251	156	323	714	51	225	231	805	371	534	469	403	165
	23%	22%	18%	21%	23%	13%	15%	15%	26%	18%	26%	18%	27%	35%
					b				abc		a		a	ab
ABC1	2677	694	555	967	1709	270	999	1019	1657	1276	1131	1690	786	200
	58%	61%	65%	62%	56%	71%	68%	68%	53%	63%	54%	64%	53%	42%
		d	d	d		d	d	d		b		bc	c	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

QD3. HOUSEHOLD SOCIO-ECONOMIC GROUP

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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
C2DE	1930	450	296	591	1339	111	468	480	1451	739	961	944	708	278
	42%	39%	35%	38%	44%	29%	32%	32%	47%	37%	46%	36%	47%	58%
					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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 3

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
A	369	254	94	21	278	89	93	246
	8%	11%	6%	3%	8%	9%	9%	7%
		bc	c					
B	995	563	296	136	742	241	181	760
	22%	25%	18%	19%	21%	25%	18%	23%
		bc				a		a
C1	1313	648	424	241	985	311	235	1021
	28%	29%	26%	33%	27%	33%	23%	31%
		b		b		a		a
C2	894	384	366	143	763	123	185	653
	19%	17%	22%	20%	21%	13%	18%	20%
			a		b			
D	654	247	293	114	512	135	155	462
	14%	11%	18%	15%	14%	14%	16%	14%
			a	a				
E	383	124	180	79	322	56	152	183
	8%	6%	11%	11%	9%	6%	15%	6%
			a	a	b		b	
SUMMARY								
AB	1364	816	391	157	1019	330	274	1007
	30%	37%	24%	21%	28%	35%	27%	30%
		bc				a		
DE	1037	371	473	192	834	191	307	646
	23%	17%	29%	26%	23%	20%	31%	19%
			a	a			b	
ABC1	2677	1465	814	398	2004	641	509	2027
	58%	66%	49%	54%	56%	67%	51%	61%
		bc		b		a		a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
C2DE	1930	755	839	336	1597	314	492	1299
	42%	34%	51%	46%	44%	33%	49%	39%
			ac	a	b		b	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 4

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Boy, aged 3-7	816 18%	816 51% bc	- -%	- -%	816 35% b	- -%	816 100% bcdef	- -%	- -%	- -%	- -%	- -%	206 50% bc	610 26% c	- -%
Boy, aged 8-11	696 15%	- -%	696 51% ac	- -%	696 29% b	- -%	- -%	- -%	696 100% abdef	- -%	- -%	- -%	- -%	607 26% ac	90 5% a
Boy, aged 12-16	853 19%	- -%	- -%	853 51% ab	853 36% b	- -%	- -%	- -%	- -%	- -%	853 100% abcdf	- -%	- -%	- -%	853 46% ab
Girl, aged 3-7	775 17%	775 49% bc	- -%	- -%	- -%	775 35% a	- -%	775 100% acdef	- -%	- -%	- -%	- -%	206 50% bc	569 24% c	- -%
Girl, aged 8-11	659 14%	- -%	659 49% ac	- -%	- -%	659 29% a	- -%	- -%	- -%	659 100% abcef	- -%	- -%	- -%	563 24% ac	96 5% a
Girl, aged 12-16	807 18%	- -%	- -%	807 49% ab	- -%	807 36% a	- -%	- -%	- -%	- -%	- -%	807 100% abcde	- -%	- -%	807 44% ab

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 4

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

AGE GROUP AND GENDER OF CHILD

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Boy, aged 3-7	816 18%	693 18%	62 18%	36 18%	24 17%	245 18%	218 17%	164 18%	189 18%	505 20% bcd	95 13%	337 16%	30 13%	580 18% bc	236 17%
Boy, aged 8-11	696 15%	589 15%	50 15%	33 16%	24 17%	226 17%	200 15%	127 14%	143 14%	369 15%	108 15%	352 16%	38 16%	480 15%	216 15%
Boy, aged 12-16	853 19%	729 19%	61 18%	34 16%	28 20%	254 19%	230 17%	169 19%	201 19%	412 17%	160 23% aef	474 22% aef	51 22%	593 19%	260 18%
Girl, aged 3-7	775 17%	658 17%	61 18%	33 16%	22 16%	222 16%	235 18%	137 15%	181 17%	478 19% bcd	101 14%	322 15%	31 13%	560 18% c	215 15%
Girl, aged 8-11	659 14%	553 14%	54 16%	32 15%	20 14%	183 13%	193 15%	136 15%	147 14%	321 13%	100 14%	309 14%	28 12%	440 14%	219 16% a
Girl, aged 12-16	807 18%	689 18%	56 16%	38 18%	24 17%	233 17%	237 18%	160 18%	176 17%	400 16%	145 20% ac	342 16%	58 25% ace	544 17%	263 19%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 4

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

AGE GROUP AND GENDER OF CHILD

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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Boy, aged 3-7	816	342	161	396	420	35	219	221	596	212	411	472	257	88
	18%	30%	19%	25%	14%	9%	15%	15%	19%	10%	20%	18%	17%	18%
		bcd	d	bd			a	a	abc		a			
Boy, aged 8-11	696	146	166	239	457	77	289	299	398	352	299	387	241	69
	15%	13%	20%	15%	15%	20%	20%	20%	13%	17%	14%	15%	16%	14%
			acd			d	d	d		b				
Boy, aged 12-16	853	92	111	167	686	63	258	262	591	470	362	479	290	85
	19%	8%	13%	11%	22%	17%	18%	17%	19%	23%	17%	18%	19%	18%
			a	a	abc					b				
Girl, aged 3-7	775	345	158	393	382	43	206	207	568	186	406	460	206	109
	17%	30%	19%	25%	13%	11%	14%	14%	18%	9%	19%	17%	14%	23%
		bcd	d	bd					abc		a	b		ab
Girl, aged 8-11	659	127	146	210	449	94	261	265	394	337	296	378	225	57
	14%	11%	17%	14%	15%	25%	18%	18%	13%	17%	14%	14%	15%	12%
			ac		a	bcd	d	d		b				
Girl, aged 12-16	807	92	109	152	655	70	234	245	562	460	318	459	276	72
	18%	8%	13%	10%	21%	18%	16%	16%	18%	23%	15%	17%	18%	15%
			ac		abc					b				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 4

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Boy, aged 3-7	816	377	294	145	611	194	178	583
	18%	17%	18%	20%	17%	20%	18%	18%
Boy, aged 8-11	696	345	243	108	538	147	134	519
	15%	16%	15%	15%	15%	15%	13%	16%
Boy, aged 12-16	853	402	316	135	695	145	213	600
	19%	18%	19%	18%	19%	15%	21%	18%
Girl, aged 3-7	775	367	300	108	579	194	149	578
	17%	17%	18%	15%	16%	20%	15%	17%
Girl, aged 8-11	659	321	221	118	528	127	126	499
	14%	14%	13%	16%	15%	13%	13%	15%
Girl, aged 12-16	807	408	279	120	649	147	201	548
	18%	18%	17%	16%	18%	15%	20%	16%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Boy	2366	816	696	853	2366	-	816	-	696	-	853	-	206	1217	943
	51%	51%	51%	51%	100%	-%	100%	-%	100%	-%	100%	-%	50%	52%	51%
					b		bdf		bdf		bdf				
Girl	2241	775	659	807	-	2241	-	775	-	659	-	807	206	1132	903
	49%	49%	49%	49%	-%	100%	-%	100%	-%	100%	-%	100%	50%	48%	49%
						a		ace		ace		ace			

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Boy	2366	2011	174	104	77	725	647	460	533	1286	363	1163	119	1654	712
	51%	51%	50%	50%	54%	53%	49%	52%	51%	52%	51%	54% f	50%	52%	51%
Girl	2241	1900	172	103	66	638	666	433	504	1199	346	973	117	1545	697
	49%	49%	50%	50%	46%	47%	51%	48%	49%	48%	49%	46%	50%	48%	49% c

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 5

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

GENDER OF CHILD

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY									CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
	Total	CBEEBIES	CBBC	EITHER	NEITHER	CHILD WATCHES NEWSROUND WEEKLY				YES	NO	LIKE	NEUTRAL	DISLIKE
						WEBSITE	IPLAYER/ CBBC	EITHER	NO					
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Boy	2366	580	438	803	1563	175	765	781	1584	1033	1072	1337	787	241
	51%	51%	51%	51%	51%	46%	52%	52%	51%	51%	51%	51%	53%	50%
Girl	2241	564	414	756	1485	206	701	717	1524	982	1020	1297	706	238
	49%	49%	49%	49%	49%	54%	48%	48%	49%	49%	49%	49%	47%	50%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Boy	2366	1125	854	388	1844	486	526	1702
	51%	51%	52%	53%	51%	51%	53%	51%
Girl	2241	1095	800	346	1756	469	475	1624
	49%	49%	48%	47%	49%	49%	47%	49%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 6

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
PRE SCHOOL	412	412	-	-	206	206	206	206	-	-	-	-	412	-	-
	9%	26%	-%	-%	9%	9%	25%	27%	-%	-%	-%	-%	100%	-%	-%
		bc					cdef	cdef					bc		
PRIMARY	2349	1179	1170	-	1217	1132	610	569	607	563	-	-	-	2349	-
	51%	74%	86%	-%	51%	51%	75%	73%	87%	85%	-%	-%	-%	100%	-%
		c	ac				ef	ef	abef	abef				ac	
SECONDARY	1846	-	186	1660	943	903	-	-	90	96	853	807	-	-	1846
	40%	-%	14%	100%	40%	40%	-%	-%	13%	15%	100%	100%	-%	-%	100%
			a	ab					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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 6

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
PRE SCHOOL	412	328	52	17	14	110	125	87	90	271	45	165	14	301	111
	9%	8%	15%	8%	10%	8%	10%	10%	9%	11%	6%	8%	6%	9%	8%
			acd							bcd				b	
PRIMARY	2349	1994	175	107	73	711	666	442	530	1309	332	1073	104	1639	710
	51%	51%	51%	52%	51%	52%	51%	49%	51%	53%	47%	50%	44%	51%	50%
										bd					
SECONDARY	1846	1589	118	83	56	542	521	365	417	904	332	898	117	1258	588
	40%	41%	34%	40%	39%	40%	40%	41%	40%	36%	47%	42%	50%	39%	42%
		b		b							aef	a	acef	a	a

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 6

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

C1A/B/C. CHILD'S SCHOOL YEAR

Base : All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
PRE SCHOOL	412	226	68	238	174	11	85	86	326	11	87	239	116	57
	9%	20%	8%	15%	6%	3%	6%	6%	11%	1%	4%	9%	8%	12%
		bcd	d	bd			a	a	abc		a			b
PRIMARY	2349	710	525	952	1397	224	844	858	1490	979	1244	1357	741	251
	51%	62%	62%	61%	46%	59%	58%	57%	48%	49%	59%	52%	50%	52%
		d	d	d		d	d	d			a			
SECONDARY	1846	208	258	369	1477	146	538	555	1291	1025	760	1037	637	171
	40%	18%	30%	24%	48%	38%	37%	37%	42%	51%	36%	39%	43%	36%
			ac	a	abc				bc	b			c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 6

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
PRE SCHOOL	412	190	144	78	300	106	69	311
	9%	9%	9%	11%	8%	11%	7%	9%
						a		a
PRIMARY	2349	1143	833	373	1803	528	480	1730
	51%	51%	50%	51%	50%	55%	48%	52%
						a		a
SECONDARY	1846	887	677	283	1498	321	452	1285
	40%	40%	41%	39%	42%	34%	45%	39%
					b		b	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 7

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Yes	4538	1563	1339	1636	2326	2212	802	761	688	651	836	800	405	2312	1820
	99%	98%	99%	99%	98%	99%	98%	98%	99%	99%	98%	99%	98%	98%	99%
No	65	24	16	24	35	30	10	14	8	8	17	7	5	34	26
	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Don't know	4	3	1	-	4	-	3	-	1	-	-	-	2	2	-
	*%	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	1%	*%	-%
													bc		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 7

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Yes	4538	3848	343	206	141	1344	1294	878	1022	2451	702	2109	233	3153	1385
	99%	98%	99%	99%	99%	99%	99%	98%	99%	99%	99%	99%	99%	99%	98%
No	65	59	3	1	2	19	19	15	11	30	7	25	3	42	23
	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%
Don't know	4	3	1	-	-	-	-	1	3	3	-	2	-	3	1
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 7

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Yes	4538	1131	843	1541	2997	379	1443	1475	3063	1995	2058	2598	1466	474
	99%	99%	99%	99%	98%	100%	98%	98%	99%	99%	98%	99%	98%	99%
No	65	13	7	16	49	2	23	23	42	19	34	34	27	4
	1%	1%	1%	1%	2%	*%	2%	2%	1%	1%	2%	1%	2%	1%
Don't know	4	1	1	1	3	-	1	1	3	1	-	2	2	-
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Yes	4538	2191	1624	723	3550	937	989	3277
	99%	99%	98%	99%	99%	98%	99%	99%
No	65	27	30	9	47	18	12	47
	1%	1%	2%	1%	1%	2%	1%	1%
Don't know	4	2	-	2	4	-	-	2
	*%	*%	-%	*%	*%	-%	-%	*%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 8

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AN. 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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Netflix	3336	1066	994	1276	1654	1681	526	540	491	502	637	639	266	1650	1419
	72%	67%	73%	77%	70%	75%	64%	70%	71%	76%	75%	79%	65%	70%	77%
			a	ab		a		a	a	abc	a	abc		a	ab
YouTube (including YouTube Kids)	3036	1079	959	998	1579	1457	546	533	487	472	545	453	278	1638	1120
	66%	68%	71%	60%	67%	65%	67%	69%	70%	72%	64%	56%	68%	70%	61%
		c	c				f	f	ef	ef	f		c	c	
Disney+	2421	909	757	755	1169	1253	444	465	350	407	374	381	240	1321	860
	53%	57%	56%	45%	49%	56%	54%	60%	50%	62%	44%	47%	58%	56%	47%
		c	c			a	ef	acef	e	acef			c	c	
Amazon Prime Video	1398	406	414	578	717	681	196	210	212	203	309	268	90	674	634
	30%	26%	31%	35%	30%	30%	24%	27%	30%	31%	36%	33%	22%	29%	34%
			a	ab					a	a	abcd	ab		a	ab
BBC iPlayer (including BBC iPlayer Kids)	1162	410	327	425	590	573	205	206	169	158	216	209	112	572	478
	25%	26%	24%	26%	25%	26%	25%	27%	24%	24%	25%	26%	27%	24%	26%
Sky On Demand or Sky Go or Sky Kids	839	237	250	352	435	404	118	118	126	125	191	161	58	387	395
	18%	15%	18%	21%	18%	18%	15%	15%	18%	19%	22%	20%	14%	16%	21%
			a	a						a	ab	ab			ab
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	504	112	130	263	261	243	59	53	74	55	128	135	21	201	282
	11%	7%	10%	16%	11%	11%	7%	7%	11%	8%	15%	17%	5%	9%	15%
			a	ab					ab		abcd	abcd		a	ab
Channel 4/ Channel 4+ streaming (previously All4)	425	95	131	199	192	233	42	52	69	62	80	118	15	196	215
	9%	6%	10%	12%	8%	10%	5%	7%	10%	9%	9%	15%	4%	8%	12%
			a	a		a			ab	a	a	abcde		a	ab
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	339	95	112	132	178	161	60	35	60	52	57	75	24	165	151
	7%	6%	8%	8%	8%	7%	7%	5%	9%	8%	7%	9%	6%	7%	8%
			a				b		b	b		b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 8

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AN. 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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
NOW	296	68	99	130	139	157	36	32	51	48	53	77	7	146	143
	6%	4%	7%	8%	6%	7%	4%	4%	7%	7%	6%	10%	2%	6%	8%
			a	a					ab	ab		abe		a	a
Paramount+	285	91	70	123	147	138	53	38	37	33	57	66	21	127	137
	6%	6%	5%	7%	6%	6%	6%	5%	5%	5%	7%	8%	5%	5%	7%
				b								bcd			b
Apple TV+	266	63	85	119	139	127	38	25	46	39	55	64	11	125	130
	6%	4%	6%	7%	6%	6%	5%	3%	7%	6%	6%	8%	3%	5%	7%
			a	a					b	b	b	ab		a	ab
My5 (previously Demand 5)	220	60	56	105	113	107	26	34	36	20	51	53	11	99	110
	5%	4%	4%	6%	5%	5%	3%	4%	5%	3%	6%	7%	3%	4%	6%
				ab							ad	ad			ab
BritBox	113	29	34	50	71	42	20	9	19	15	32	18	1	55	57
	2%	2%	2%	3%	3%	2%	3%	1%	3%	2%	4%	2%	*%	2%	3%
					b						b			a	a
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4488	1550	1331	1607	2299	2189	794	756	684	648	822	785	394	2302	1792
	97%	97%	98%	97%	97%	98%	97%	98%	98%	98%	96%	97%	96%	98%	97%
			c							e				a	
NONE OF THESE	119	41	25	53	67	52	23	18	13	12	31	22	18	47	54
	3%	3%	2%	3%	3%	2%	3%	2%	2%	2%	4%	3%	4%	2%	3%
				b							d		b		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 8

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AN. 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Netflix	3336 72%	2825 72%	252 73%	148 71%	112 78% ac	1006 74%	949 72%	651 73%	729 70%	1828 74% f	547 77% f	1580 74% f	180 76% f	2358 74% f	978 69%
YouTube (including YouTube Kids)	3036 66%	2580 66%	233 68%	135 65%	88 61%	902 66%	878 67%	571 64%	685 66%	1698 68% f	516 73% acef	1446 68% f	168 71% f	2151 67% f	885 63%
Disney+	2421 53%	2035 52%	191 55%	118 57% a	76 53%	790 58% bcd	670 51%	454 51%	508 49%	1435 58% f	407 57% f	1181 55% f	140 59% f	1779 56% f	642 46%
Amazon Prime Video	1398 30%	1178 30%	104 30%	71 34% a	46 32%	510 37% bcd	384 29% d	249 28%	255 25%	877 35% f	289 41% aef	792 37% f	119 51% abcef	1096 34% f	303 21%
BBC iPlayer (including BBC iPlayer Kids)	1162 25%	998 26%	75 22%	55 26%	35 24%	400 29% cd	362 28% cd	206 23% d	195 19%	1162 47% bcef	296 42% cef	740 35% f	126 53% bcef	1162 36% f	- -%
Sky On Demand or Sky Go or Sky Kids	839 18%	708 18%	67 19% d	45 21% d	20 14%	359 26% bcd	229 17% d	138 15% d	113 11%	561 23% f	218 31% acef	538 25% ef	93 39% abcef	710 22% f	129 9%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	504 11%	435 11% b	27 8%	26 13% b	16 11%	169 12% c	142 11%	84 9%	109 11%	404 16% ef	139 20% cef	319 15% f	64 27% abcef	451 14% f	54 4%
Channel 4/ Channel 4+ streaming (previously All4)	425 9%	362 9%	30 9%	20 10%	13 9%	160 12% bcd	118 9%	76 8%	72 7%	351 14% f	132 19% acef	295 14% f	71 30% abcef	398 12% f	27 2%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 8

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AN. 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	339 7%	295 8%	22 6%	12 6%	10 7%	123 9% c	91 7%	52 6%	73 7%	247 10% f	85 12% ef	215 10% f	50 21% abcef	285 9% f	54 4%
NOW	296 6%	252 6%	20 6%	12 6%	12 9%	103 8%	74 6%	50 6%	70 7%	203 8% f	84 12% aef	199 9% ef	47 20% abcef	240 7% f	57 4%
Paramount+	285 6%	232 6%	27 8%	15 7%	10 7%	133 10% bcd	67 5%	42 5%	42 4%	212 9% f	83 12% aef	202 9% ef	54 23% abcef	241 8% f	43 3%
Apple TV+	266 6%	229 6%	15 4%	12 6%	11 7%	137 10% bcd	69 5% d	39 4% d	22 2%	196 8% f	103 15% acef	208 10% aef	60 26% abcef	238 7% f	28 2%
My5 (previously Demand 5)	220 5%	191 5%	14 4%	9 5%	6 4%	94 7% bcd	48 4%	43 5%	35 3%	186 7% f	69 10% ef	162 8% f	44 19% abcef	209 7% f	12 1%
BritBox	113 2%	104 3% b	2 1%	4 2% b	3 2%	64 5% bcd	25 2%	15 2%	10 1%	97 4% f	45 6% aef	102 5% ef	36 15% abcef	109 3% f	4 *%
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4488 97%	3805 97%	339 98%	204 98%	140 98%	1351 99% bcd	1279 97%	862 97%	995 96%	2459 99% f	699 99% f	2118 99% f	233 99% f	3160 99% f	1329 94%
NONE OF THESE	119 3%	106 3%	6 2%	4 2%	3 2%	12 1%	33 3% a	31 3% a	42 4% a	25 1%	10 1%	18 1%	2 1%	39 1%	80 6% abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 8

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Netflix	3336	824	645	1135	2201	295	1059	1083	2253	1498	1510	1922	1067	346
	72%	72%	76%	73%	72%	77%	72%	72%	72%	74%	72%	73%	71%	72%
YouTube (including YouTube Kids)	3036	831	615	1103	1932	288	989	1015	2021	1323	1350	1768	952	316
	66%	73%	72%	71%	63%	76%	67%	68%	65%	66%	65%	67%	64%	66%
		d	d	d		bcd								
Disney+	2421	729	536	972	1449	222	832	849	1572	1093	1055	1446	756	220
	53%	64%	63%	62%	48%	58%	57%	57%	51%	54%	50%	55%	51%	46%
		d	d	d		d	d	d		b		bc		
Amazon Prime Video	1398	387	339	543	856	149	548	554	844	694	588	896	385	118
	30%	34%	40%	35%	28%	39%	37%	37%	27%	34%	28%	34%	26%	25%
		d	acd	d		d	d	d		b		bc		
BBC iPlayer (including BBC iPlayer Kids)	1162	445	390	624	539	151	469	474	688	592	455	927	213	23
	25%	39%	46%	40%	18%	40%	32%	32%	22%	29%	22%	35%	14%	5%
		d	acd	d		bcd	d	d		b		bc	c	
Sky On Demand or Sky Go or Sky Kids	839	262	234	365	475	130	398	409	430	464	325	576	206	58
	18%	23%	28%	23%	16%	34%	27%	27%	14%	23%	16%	22%	14%	12%
		d	acd	d		bcd	d	d		b		bc		
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	504	142	158	218	286	82	237	239	265	290	177	365	110	30
	11%	12%	19%	14%	9%	22%	16%	16%	9%	14%	8%	14%	7%	6%
		d	acd	d		bcd	d	d		b		bc		
Channel 4/ Channel 4+ streaming (previously All4)	425	137	155	201	224	76	243	243	182	257	142	318	88	19
	9%	12%	18%	13%	7%	20%	17%	16%	6%	13%	7%	12%	6%	4%
		d	acd	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 8

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	339	113	102	162	177	56	166	166	173	188	124	228	89	22
	7%	10%	12%	10%	6%	15%	11%	11%	6%	9%	6%	9%	6%	5%
		d	d	d		d	d	d		b		bc		
NOW	296	90	91	127	169	52	148	150	146	171	109	185	83	29
	6%	8%	11%	8%	6%	14%	10%	10%	5%	8%	5%	7%	6%	6%
		d	d	d		d	d	d		b				
Paramount+	285	97	94	133	152	56	165	165	119	176	86	222	42	20
	6%	8%	11%	9%	5%	15%	11%	11%	4%	9%	4%	8%	3%	4%
		d	d	d		d	d	d		b		bc		
Apple TV+	266	92	100	132	134	76	170	172	95	198	58	205	42	19
	6%	8%	12%	8%	4%	20%	12%	11%	3%	10%	3%	8%	3%	4%
		d	acd	d		bcd	d	d		b		bc		
My5 (previously Demand 5)	220	88	86	123	97	57	138	138	82	140	67	171	37	12
	5%	8%	10%	8%	3%	15%	9%	9%	3%	7%	3%	6%	3%	3%
		d	d	d		bcd	d	d		b		bc		
BritBox	113	49	48	70	43	41	85	86	27	92	20	90	17	5
	2%	4%	6%	5%	1%	11%	6%	6%	1%	5%	1%	3%	1%	1%
		d	d	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE TV AND ONLINE SERVICES	4488	1132	844	1544	2945	379	1449	1481	3007	1969	2037	2588	1446	455
	97%	99%	99%	99%	97%	99%	99%	99%	97%	98%	97%	98%	97%	95%
		d	d	d		d	d	d				bc		
NONE OF THESE	119	12	7	15	104	2	18	18	101	47	55	47	48	24
	3%	1%	1%	1%	3%	1%	1%	1%	3%	2%	3%	2%	3%	5%
					abc				abc				a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Netflix	3336	1590	1218	528	2653	650	702	2453
	72%	72%	74%	72%	74%	68%	70%	74%
					b			a
YouTube (including YouTube Kids)	3036	1452	1085	499	2304	694	677	2205
	66%	65%	66%	68%	64%	73%	68%	66%
						a		
Disney+	2421	1228	831	362	1927	480	537	1766
	53%	55%	50%	49%	54%	50%	54%	53%
		bc						
Amazon Prime Video	1398	770	442	187	1135	252	276	1044
	30%	35%	27%	25%	32%	26%	28%	31%
		bc			b			a
BBC iPlayer (including BBC iPlayer Kids)	1162	806	174	183	921	226	227	871
	25%	36%	11%	25%	26%	24%	23%	26%
		bc		b				a
Sky On Demand or Sky Go or Sky Kids	839	503	208	128	652	177	156	634
	18%	23%	13%	17%	18%	19%	16%	19%
		bc		b				a
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	504	305	118	81	407	91	95	379
	11%	14%	7%	11%	11%	9%	10%	11%
		b		b				
Channel 4/ Channel 4+ streaming (previously All4)	425	272	102	51	342	79	93	312
	9%	12%	6%	7%	9%	8%	9%	9%
		bc						

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 8

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	339	216	91	32	272	63	75	239
	7%	10%	6%	4%	8%	7%	8%	7%
		bc						
NOW	296	180	87	29	248	48	57	215
	6%	8%	5%	4%	7%	5%	6%	6%
		bc						
Paramount+	285	187	77	21	223	61	55	217
	6%	8%	5%	3%	6%	6%	6%	7%
		bc						
Apple TV+	266	193	55	18	202	64	48	205
	6%	9%	3%	2%	6%	7%	5%	6%
		bc						
My5 (previously Demand 5)	220	152	49	20	182	35	50	155
	5%	7%	3%	3%	5%	4%	5%	5%
		bc						
BritBox	113	84	23	6	83	28	20	89
	2%	4%	1%	1%	2%	3%	2%	3%
		bc						
SUMMARY								
ANY OF THESE TV AND ONLINE SERVICES	4488	2185	1593	710	3513	926	962	3265
	97%	98%	96%	97%	98%	97%	96%	98%
		bc						a
NONE OF THESE	119	35	60	23	88	29	38	61
	3%	2%	4%	3%	2%	3%	4%	2%
			a	a			b	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 9

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AN. 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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Netflix	3635	1165	1078	1392	1824	1811	580	585	539	539	704	687	294	1795	1546
	79%	73%	80%	84%	77%	81%	71%	75%	77%	82%	83%	85%	71%	76%	84%
			a	ab		a			a	ab	abc	abc		a	ab
YouTube (including YouTube Kids)	3207	1144	992	1071	1654	1553	575	570	507	485	572	499	295	1710	1202
	70%	72%	73%	65%	70%	69%	70%	74%	73%	74%	67%	62%	72%	73%	65%
		c	c				f	ef	ef	ef			c	c	
Disney+	2841	1037	887	917	1393	1448	508	529	420	467	466	452	268	1535	1038
	62%	65%	65%	55%	59%	65%	62%	68%	60%	71%	55%	56%	65%	65%	56%
		c	c			a	ef	acef	e	acef			c	c	
Amazon Prime Video	1878	552	545	781	956	922	270	282	270	275	416	365	128	898	853
	41%	35%	40%	47%	40%	41%	33%	36%	39%	42%	49%	45%	31%	38%	46%
			a	ab					a	a	abcd	abc		a	ab
BBC iPlayer (including BBC iPlayer Kids)	1532	508	427	597	779	753	262	246	215	212	303	295	132	732	668
	33%	32%	31%	36%	33%	34%	32%	32%	31%	32%	35%	37%	32%	31%	36%
				ab								c			b
Sky On Demand or Sky Go or Sky Kids	945	266	280	400	477	468	129	137	138	142	210	190	65	435	445
	21%	17%	21%	24%	20%	21%	16%	18%	20%	21%	25%	24%	16%	19%	24%
			a	ab						a	abc	ab			ab
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	691	140	187	364	371	320	74	66	110	77	187	177	27	269	394
	15%	9%	14%	22%	16%	14%	9%	9%	16%	12%	22%	22%	7%	11%	21%
			a	ab					abd		abcd	abcd		a	ab
Channel 4/ Channel 4+ streaming (previously All4)	621	133	169	319	296	325	63	69	89	81	144	175	28	254	340
	13%	8%	12%	19%	13%	15%	8%	9%	13%	12%	17%	22%	7%	11%	18%
			a	ab					ab	a	abcd	abcde		a	ab
NOW	400	101	133	166	191	209	51	50	65	68	75	91	13	204	183
	9%	6%	10%	10%	8%	9%	6%	6%	9%	10%	9%	11%	3%	9%	10%
			a	a					a	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 9

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AN. 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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	397	109	124	164	203	194	63	47	67	57	74	90	25	186	185
	9%	7%	9%	10%	9%	9%	8%	6%	10%	9%	9%	11%	6%	8%	10%
			a	a					b			ab			ab
Paramount+	368	109	96	163	174	194	60	49	47	49	66	96	23	166	179
	8%	7%	7%	10%	7%	9%	7%	6%	7%	7%	8%	12%	6%	7%	10%
				ab								abcde			ab
Apple TV+	354	87	106	161	185	169	52	35	55	51	78	83	16	162	176
	8%	5%	8%	10%	8%	8%	6%	5%	8%	8%	9%	10%	4%	7%	10%
			a	a					b	b	b	ab		a	ab
My5 (previously Demand 5)	324	88	75	161	162	162	40	48	46	29	76	85	16	141	167
	7%	6%	6%	10%	7%	7%	5%	6%	7%	4%	9%	11%	4%	6%	9%
				ab							ad	abcd			ab
BritBox	147	41	42	63	85	62	23	18	23	20	39	24	3	72	72
	3%	3%	3%	4%	4%	3%	3%	2%	3%	3%	5%	3%	1%	3%	4%
											b			a	a
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4550	1563	1349	1638	2328	2223	800	763	692	657	836	802	401	2326	1824
	99%	98%	99%	99%	98%	99%	98%	99%	99%	100%	98%	99%	97%	99%	99%
			ac			a			ae	ae		ae		a	a
NONE OF THESE	57	28	7	22	38	19	16	11	4	3	18	5	12	23	22
	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	3%	1%	1%
		b		b	b		cdf				cdf		bc		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 9

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AN. SUMMARY OF VOD 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Netflix	3635 79%	3079 79%	279 81%	160 77%	117 82%	1080 79%	1035 79%	722 81% d	798 77%	1977 80%	593 84% acef	1700 80%	192 82%	2548 80%	1086 77%
YouTube (including YouTube Kids)	3207 70%	2729 70% d	244 70%	143 69%	92 64%	944 69%	934 71%	604 68%	724 70%	1786 72% f	538 76% cef	1513 71% f	177 75% f	2266 71% f	941 67%
Disney+	2841 62%	2394 61%	224 65%	134 65%	88 62%	895 66% bcd	797 61%	547 61%	603 58%	1628 66% cf	467 66% f	1330 62% f	157 67% f	2037 64% f	804 57%
Amazon Prime Video	1878 41%	1577 40%	144 42%	95 46% a	63 44%	665 49% bcd	512 39% d	351 39% d	351 34%	1142 46% f	361 51% acef	981 46% f	143 61% abcef	1422 44% f	456 32%
BBC iPlayer (including BBC iPlayer Kids)	1532 33%	1317 34% b	101 29%	69 33%	45 31%	514 38% cd	483 37% cd	277 31% d	258 25%	1380 56% cef	363 51% cef	910 43% f	144 61% bcef	1451 45% f	81 6%
Sky On Demand or Sky Go or Sky Kids	945 21%	795 20% d	79 23% d	49 24% d	22 15%	397 29% bcd	252 19% d	166 19% d	131 13%	624 25% f	238 34% acef	593 28% ef	102 43% abcef	789 25% f	156 11%
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	691 15%	594 15% b	38 11%	37 18% b	22 15%	232 17% cd	198 15%	119 13%	141 14%	533 21% ef	188 26% acef	423 20% f	79 33% acef	605 19% f	86 6%
Channel 4/ Channel 4+ streaming (previously All4)	621 13%	526 13%	51 15%	27 13%	16 11%	228 17% cd	183 14% d	114 13% d	96 9%	498 20% f	184 26% acef	413 19% f	89 38% abcef	569 18% f	52 4%
NOW	400 9%	345 9%	27 8%	14 7%	14 10%	150 11% bcd	97 7%	68 8%	85 8%	274 11% f	115 16% acef	261 12% ef	59 25% abcef	325 10% f	76 5%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 9

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q3AA-Q3AN. 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	397	346	26	13	12	142	109	61	85	278	98	251	57	325	72
	9%	9%	8%	6%	9%	10%	8%	7%	8%	11%	14%	12%	24%	10%	5%
		c				c				f	ef	f	abcef	f	
Paramount+	368	298	38	20	12	163	97	55	53	267	101	256	64	314	54
	8%	8%	11%	9%	9%	12%	7%	6%	5%	11%	14%	12%	27%	10%	4%
			a			bcd	d			f	aef	ef	abcef	f	
Apple TV+	354	303	24	16	12	171	101	50	33	249	115	267	70	308	46
	8%	8%	7%	7%	9%	13%	8%	6%	3%	10%	16%	12%	30%	10%	3%
						bcd	d	d		f	acef	aef	abcef	f	
My5 (previously Demand 5)	324	279	24	14	7	127	81	62	54	276	100	227	59	306	18
	7%	7%	7%	7%	5%	9%	6%	7%	5%	11%	14%	11%	25%	10%	1%
						bcd				f	acef	f	abcef	f	
BritBox	147	133	5	6	3	79	35	18	14	123	60	129	45	140	7
	3%	3%	2%	3%	2%	6%	3%	2%	1%	5%	8%	6%	19%	4%	*%
		b				bcd				f	aef	ef	abcef	f	
SUMMARY															
ANY OF THESE TV AND ONLINE SERVICES	4550	3858	344	206	142	1358	1294	883	1015	2472	707	2127	235	3182	1368
	99%	99%	99%	100%	99%	100%	99%	99%	98%	99%	100%	100%	100%	99%	97%
						bcd				f	f	f	f	f	
NONE OF THESE	57	53	2	1	1	6	19	11	21	13	2	9	*	17	40
	1%	1%	1%	*%	1%	*%	1%	1%	2%	1%	*%	*%	*%	1%	3%
							a	a	a						abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 9

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Netflix	3635	895	692	1231	2404	312	1147	1172	2463	1618	1651	2092	1171	372
	79%	78%	81%	79%	79%	82%	78%	78%	79%	80%	79%	79%	78%	78%
YouTube (including YouTube Kids)	3207	874	646	1163	2044	302	1047	1075	2132	1395	1434	1867	1010	329
	70%	76%	76%	75%	67%	79%	71%	72%	69%	69%	69%	71%	68%	69%
		d	d	d		bcd								
Disney+	2841	801	587	1076	1765	253	930	948	1893	1273	1260	1663	918	260
	62%	70%	69%	69%	58%	66%	63%	63%	61%	63%	60%	63%	61%	54%
		d	d	d								c	c	
Amazon Prime Video	1878	505	420	689	1189	201	683	693	1186	905	816	1159	557	163
	41%	44%	49%	44%	39%	53%	47%	46%	38%	45%	39%	44%	37%	34%
		d	acd	d		cd	d	d		b		bc		
BBC iPlayer (including BBC iPlayer Kids)	1532	532	466	746	786	187	587	598	934	771	613	1164	321	46
	33%	46%	55%	48%	26%	49%	40%	40%	30%	38%	29%	44%	22%	10%
		d	acd	d		bcd	d	d		b		bc	c	
Sky On Demand or Sky Go or Sky Kids	945	284	254	397	548	143	437	448	497	520	367	645	232	68
	21%	25%	30%	25%	18%	38%	30%	30%	16%	26%	18%	25%	16%	14%
		d	acd	d		bcd	d	d		b		bc		
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	691	185	208	284	407	106	307	311	379	401	242	491	155	44
	15%	16%	24%	18%	13%	28%	21%	21%	12%	20%	12%	19%	10%	9%
		d	acd	d		bcd	d	d		b		bc		
Channel 4/ Channel 4+ streaming (previously All4)	621	177	204	269	352	106	313	316	305	386	197	469	122	31
	13%	15%	24%	17%	12%	28%	21%	21%	10%	19%	9%	18%	8%	6%
		d	acd	d		bcd	d	d		b		bc		
NOW	400	116	122	169	231	65	190	193	207	227	151	255	113	33
	9%	10%	14%	11%	8%	17%	13%	13%	7%	11%	7%	10%	8%	7%
		d	acd	d		d	d	d		b		b		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 9

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	397	125	121	185	212	65	194	194	204	220	147	261	111	25
	9%	11%	14%	12%	7%	17%	13%	13%	7%	11%	7%	10%	7%	5%
		d	ad	d		d	d	d		b		bc		
Paramount+	368	117	115	164	204	72	209	210	158	229	110	276	68	24
	8%	10%	14%	10%	7%	19%	14%	14%	5%	11%	5%	10%	5%	5%
		d	acd	d		bcd	d	d		b		bc		
Apple TV+	354	118	118	165	189	86	207	209	146	253	83	263	67	24
	8%	10%	14%	11%	6%	23%	14%	14%	5%	13%	4%	10%	4%	5%
		d	acd	d		bcd	d	d		b		bc		
My5 (previously Demand 5)	324	125	126	177	147	67	179	180	145	206	98	257	49	18
	7%	11%	15%	11%	5%	18%	12%	12%	5%	10%	5%	10%	3%	4%
		d	acd	d		bcd	d	d		b		bc		
BritBox	147	63	65	91	56	48	109	110	37	113	31	115	26	6
	3%	5%	8%	6%	2%	13%	7%	7%	1%	6%	1%	4%	2%	1%
		d	d	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE TV AND ONLINE SERVICES	4550	1138	849	1551	2999	380	1460	1492	3058	2000	2059	2618	1473	459
	99%	99%	100%	99%	98%	100%	100%	100%	98%	99%	98%	99%	99%	96%
		d	d	d			d	d		b		bc	c	
NONE OF THESE	57	6	3	8	49	1	6	6	50	15	33	17	20	20
	1%	1%	3%	1%	2%	3%	3%	3%	2%	1%	2%	1%	1%	4%
					abc				bc		a		a	ab

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 9

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Netflix	3635	1735	1326	574	2900	703	775	2658
	79%	78%	80%	78%	81%	74%	77%	80%
					b			
YouTube (including YouTube Kids)	3207	1543	1134	530	2438	729	708	2327
	70%	70%	69%	72%	68%	76%	71%	70%
						a		
Disney+	2841	1405	988	447	2289	535	636	2067
	62%	63%	60%	61%	64%	56%	64%	62%
		b			b			
Amazon Prime Video	1878	979	614	286	1546	317	393	1389
	41%	44%	37%	39%	43%	33%	39%	42%
		bc			b			
BBC iPlayer (including BBC iPlayer Kids)	1532	1018	268	246	1227	286	323	1128
	33%	46%	16%	34%	34%	30%	32%	34%
		bc		b	b			
Sky On Demand or Sky Go or Sky Kids	945	573	238	135	749	186	175	714
	21%	26%	14%	18%	21%	20%	18%	21%
		bc		b				a
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)/ STV Player or STV Player VIP	691	418	169	104	568	114	150	505
	15%	19%	10%	14%	16%	12%	15%	15%
		bc		b	b			
Channel 4/ Channel 4+ streaming (previously All4)	621	406	135	81	513	104	138	454
	13%	18%	8%	11%	14%	11%	14%	14%
		bc		b	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 9

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
NOW	400	235	120	46	337	60	82	286
	9%	11%	7%	6%	9%	6%	8%	9%
		bc			b			
Virgin TV Catch-up or Virgin TV Go or Virgin TV Kids	397	246	111	41	316	75	88	278
	9%	11%	7%	6%	9%	8%	9%	8%
		bc						
Paramount+	368	242	93	33	290	77	76	267
	8%	11%	6%	4%	8%	8%	8%	8%
		bc						
Apple TV+	354	246	82	26	278	77	67	271
	8%	11%	5%	4%	8%	8%	7%	8%
		bc						
My5 (previously Demand 5)	324	230	61	32	272	49	75	228
	7%	10%	4%	4%	8%	5%	8%	7%
		bc			b			
BritBox	147	106	30	11	107	39	33	108
	3%	5%	2%	2%	3%	4%	3%	3%
		bc						
SUMMARY								
ANY OF THESE TV AND ONLINE SERVICES	4550	2207	1621	722	3567	934	985	3296
	99%	99%	98%	98%	99%	98%	98%	99%
		bc			b			
NONE OF THESE	57	13	32	11	34	21	16	30
	1%	1%	2%	2%	1%	2%	2%	1%
			a	a		a		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 10

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4558	1531	1520	1507	2264	2294	765	766	756	764	743	764	438	2431	1689
Effective Weighted Sample	3592	1242	1194	1181	1791	1804	620	623	595	600	587	594	352	1932	1327
Total	4550	1563	1349	1638	2328	2223	800	763	692	657	836	802	401	2326	1824
TV set	3974	1378	1189	1407	2021	1952	699	679	604	585	718	689	355	2048	1570
	87%	88%	88%	86%	87%	88%	87%	89%	87%	89%	86%	86%	89%	88%	86%
Tablet (like an iPad)	2070	917	674	479	970	1100	452	465	320	354	198	281	230	1279	561
	45%	59%	50%	29%	42%	49%	56%	61%	46%	54%	24%	35%	57%	55%	31%
		bc	c			a	cef	cdef	ef	cef		e	c	c	
Mobile phone	1900	499	535	865	928	972	247	252	256	279	424	441	137	789	973
	42%	32%	40%	53%	40%	44%	31%	33%	37%	43%	51%	55%	34%	34%	53%
			a	ab		a			a	ab	abcd	abcd			ab
Laptop	1083	256	330	497	539	544	141	115	171	159	227	270	49	478	556
	24%	16%	24%	30%	23%	24%	18%	15%	25%	24%	27%	34%	12%	21%	30%
			a	ab					ab	ab	ab	abcde		a	ab
Games console	903	206	303	394	622	281	143	63	198	105	282	113	36	424	443
	20%	13%	22%	24%	27%	13%	18%	8%	29%	16%	34%	14%	9%	18%	24%
			a	a	b		b		abdf	b	abdf	b		a	ab
Desktop computer	341	75	100	166	203	139	33	42	57	43	112	54	9	145	187
	8%	5%	7%	10%	9%	6%	4%	5%	8%	6%	13%	7%	2%	6%	10%
			a	ab	b				a		abcdf	a		a	ab
Any other device	11	5	3	3	7	3	2	2	3	-	2	1	4	4	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	1%	*%	*%
													bc		
Don't know	3	3	1	-	2	1	1	1	1	-	-	-	1	2	-
	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	-%
SUMMARY															
ONLY WATCH ON A TV SET	923	330	262	332	484	439	176	154	137	124	171	161	91	472	360
	20%	21%	19%	20%	21%	20%	22%	20%	20%	19%	20%	20%	23%	20%	20%
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	573	183	159	231	304	269	100	83	87	72	117	113	45	275	253
	13%	12%	12%	14%	13%	12%	12%	11%	13%	11%	14%	14%	11%	12%	14%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 10

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	4558	3035	608	593	322	1446	957	1140	1007	2441	721	2126	233	3151	1407
Effective Weighted Sample	3592	2748	574	580	296	1177	774	944	853	1930	563	1676	182	2487	1106
Total	4550	3858	344	206	142	1358	1294	883	1015	2472	707	2127	235	3182	1368
TV set	3974	3366	300	184	124	1204	1133	782	854	2228	643	1870	217	2828	1146
	87%	87%	87%	89%	87%	89%	88%	89%	84%	90%	91%	88%	92%	89%	84%
						d	d	d		cf	cf	f	f	f	
Tablet (like an iPad)	2070	1754	162	93	61	627	603	397	442	1233	361	996	125	1521	549
	45%	45%	47%	45%	43%	46%	47%	45%	44%	50%	51%	47%	53%	48%	40%
										f	f	f	f	f	
Mobile phone	1900	1622	135	86	57	595	521	367	417	1047	373	963	140	1359	541
	42%	42%	39%	42%	40%	44%	40%	42%	41%	42%	53%	45%	59%	43%	40%
											acef	f	acef		
Laptop	1083	942	64	42	35	467	287	164	165	666	284	709	115	858	225
	24%	24%	19%	20%	25%	34%	22%	19%	16%	27%	40%	33%	49%	27%	16%
		bc			b	bcd	d			f	acef	aef	abcef	f	
Games console	903	758	72	44	28	250	240	187	227	491	183	482	75	638	265
	20%	20%	21%	21%	20%	18%	19%	21%	22%	20%	26%	23%	32%	20%	19%
									a		aef	aef	acef		
Desktop computer	341	297	17	17	11	147	85	63	47	213	109	233	61	275	66
	8%	8%	5%	8%	8%	11%	7%	7%	5%	9%	15%	11%	26%	9%	5%
		b		b		bcd	d			f	acef	aef	abcef	f	
Any other device	11	9	1	-	1	4	4	-	3	5	3	4	1	8	2
	*%	*%	*%	-%	1%	*%	*%	-%	*%	*%	*%	*%	1%	*%	*%
					ac										
Don't know	3	2	1	*	-	1	-	-	2	-	-	*	-	*	3
	*%	*%	*%	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	*%	*%
															ae
SUMMARY															
ONLY WATCH ON A TV SET	923	779	71	41	33	252	265	191	215	463	101	354	27	607	316
	20%	20%	21%	20%	23%	19%	20%	22%	21%	19%	14%	17%	11%	19%	23%
										bd				bcd	abcde

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4558	3035	608	593	322	1446	957	1140	1007	2441	721	2126	233	3151	1407
Effective Weighted Sample	3592	2748	574	580	296	1177	774	944	853	1930	563	1676	182	2487	1106
Total	4550	3858	344	206	142	1358	1294	883	1015	2472	707	2127	235	3182	1368
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	573	489	43	22	18	152	160	101	159	244	64	257	18	353	219
	13%	13%	13%	11%	13%	11%	12%	11%	16% ac	10%	9%	12% ab	8%	11%	16% abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 10

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

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

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4558	1148	872	1577	2981	384	1505	1540	3018	2004	2048	2597	1477	484
Effective Weighted Sample	3592	925	692	1265	2330	302	1185	1212	2382	1570	1617	2045	1163	386
Total	4550	1138	849	1551	2999	380	1460	1492	3058	2000	2059	2618	1473	459
TV set	3974	1030	763	1386	2588	346	1286	1314	2659	1757	1800	2316	1284	374
	87%	91%	90%	89%	86%	91%	88%	88%	87%	88%	87%	88%	87%	81%
		d	d	d		d						c	c	
Tablet (like an iPad)	2070	657	450	856	1214	205	697	712	1358	882	916	1232	637	200
	45%	58%	53%	55%	40%	54%	48%	48%	44%	44%	44%	47%	43%	44%
		d	d	d		d						b		
Mobile phone	1900	455	391	635	1265	208	678	692	1208	940	763	1131	583	186
	42%	40%	46%	41%	42%	55%	46%	46%	39%	47%	37%	43%	40%	40%
			ac			bcd	d	d		b		b		
Laptop	1083	283	294	430	653	169	544	557	526	665	331	724	284	75
	24%	25%	35%	28%	22%	44%	37%	37%	17%	33%	16%	28%	19%	16%
			acd	d		bcd	d	d		b		bc		
Games console	903	210	219	316	587	114	338	347	556	479	355	519	298	86
	20%	18%	26%	20%	20%	30%	23%	23%	18%	24%	17%	20%	20%	19%
			acd			bcd	d	d		b				
Desktop computer	341	86	105	139	202	77	188	194	147	214	107	237	82	23
	8%	8%	12%	9%	7%	20%	13%	13%	5%	11%	5%	9%	6%	5%
			acd	d		bcd	d	d		b		bc		
Any other device	11	3	3	5	6	-	3	3	8	4	3	7	3	1
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	3	-	-	-	3	-	*	*	3	*	1	1	1	1
	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY														
ONLY WATCH ON A TV SET	923	201	132	269	654	38	251	253	670	343	484	494	333	96
	20%	18%	16%	17%	22%	10%	17%	17%	22%	17%	23%	19%	23%	21%
					abc		a	a	abc		a		a	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4558	1148	872	1577	2981	384	1505	1540	3018	2004	2048	2597	1477	484
Effective Weighted Sample	3592	925	692	1265	2330	302	1185	1212	2382	1570	1617	2045	1163	386
Total	4550	1138	849	1551	2999	380	1460	1492	3058	2000	2059	2618	1473	459
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	573	108	86	165	408	33	174	178	395	242	257	300	189	84
	13%	9%	10%	11%	14% abc	9%	12%	12%	13% a	12%	12%	11%	13%	18% ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4558	2198	1651	709	3656	860	981	3299
Effective Weighted Sample	3592	1736	1303	555	2847	712	782	2584
Total	4550	2207	1621	722	3567	934	985	3296
TV set	3974	1941	1390	643	3154	773	848	2897
	87%	88%	86%	89%	88%	83%	86%	88%
Tablet (like an iPad)	2070	1023	683	363	1621	428	473	1485
	45%	46%	42%	50%	45%	46%	48%	45%
Mobile phone	1900	950	654	296	1432	447	460	1317
	42%	43%	40%	41%	40%	48%	47%	40%
Laptop	1083	657	284	142	746	325	249	763
	24%	30%	18%	20%	21%	35%	25%	23%
Games console	903	420	352	131	763	139	254	591
	20%	19%	22%	18%	21%	15%	26%	18%
Desktop computer	341	213	93	35	255	85	76	242
	8%	10%	6%	5%	7%	9%	8%	7%
Any other device	11	6	3	1	6	4	1	9
	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	3	*	2	1	2	2	*	1
	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY								
ONLY WATCH ON A TV SET	923	423	366	135	749	162	154	701
	20%	19%	23%	19%	21%	17%	16%	21%
			a		b			a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4558	2198	1651	709	3656	860	981	3299
Effective Weighted Sample	3592	1736	1303	555	2847	712	782	2584
Total	4550	2207	1621	722	3567	934	985	3296
ONLY WATCH ON ANY OTHER DEVICE AND NOT A TV SET	573	266	229	78	411	159	137	398
	13%	12%	14%	11%	12%	17%	14%	12%
						a		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 11

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1613 35%	590 37% c	470 35%	553 33%	810 34%	803 36%	295 36%	295 38% e	244 35%	227 34%	272 32%	281 35%	161 39% c	834 35%	618 33%
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1582 34%	465 29%	469 35% a	648 39% ab	848 36% b	734 33%	240 29%	225 29%	253 36% ab	216 33%	356 42% abd	293 36% ab	104 25%	762 32% a	717 39% ab
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1063 23%	235 15%	342 25% a	487 29% ab	534 23%	529 24%	117 14%	118 15%	177 25% ab	165 25% ab	240 28% ab	246 31% abcd	43 10%	489 21% a	532 29% ab
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	746 16%	163 10%	225 17% a	358 22% ab	364 15%	382 17%	76 9%	87 11%	133 19% abd	92 14% a	155 18% abd	203 25% abcde	24 6%	339 14% a	383 21% ab
Any channel 5 channels - Like Channel 5, 5USA, 5Star	581 13%	172 11%	150 11%	259 16% ab	299 13%	282 13%	85 10%	87 11%	87 13%	62 9%	127 15% ad	132 16% abd	34 8%	275 12%	271 15% ab
SUMMARY															
ANY OF THESE TV CHANNELS	2915 63%	976 61%	831 61%	1108 67% ab	1503 64%	1413 63%	491 60%	485 63%	438 63%	393 60%	573 67% ad	534 66% ad	241 58%	1448 62%	1227 66% ab
NONE OF THESE	1692 37%	615 39% c	524 39% c	553 33%	863 36%	829 37%	325 40% ef	290 37%	258 37%	266 40% ef	280 33%	273 34%	171 42% c	901 38% c	620 34%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 11

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1613 35%	1389 36%	111 32%	66 32%	47 33%	565 41% cd	509 39% cd	261 29%	278 27%	1613 65% bcef	405 57% cef	1002 47% f	146 62% cef	1613 50% cf	- -%
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1582 34%	1327 34%	131 38%	78 37%	47 33%	622 46% bcd	417 32% d	276 31% d	267 26%	1024 41% f	360 51% aef	1017 48% aef	141 60% abcef	1324 41% f	258 18%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1063 23% b	914 23% b	67 19%	50 24%	32 22%	369 27% cd	321 24% d	188 21%	186 18%	841 34% ef	273 38% acef	680 32% f	126 53% abcef	961 30% f	102 7%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	746 16%	636 16%	55 16%	35 17%	20 14%	298 22% bcd	198 15% d	135 15% d	115 11%	602 24% ef	226 32% acef	508 24% f	106 45% abcef	692 22% f	54 4%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	581 13%	498 13%	40 12%	27 13%	16 11%	228 17% bcd	150 11%	100 11%	103 10%	488 20% ef	165 23% cef	410 19% f	91 38% abcef	546 17% f	35 2%
SUMMARY															
ANY OF THESE TV CHANNELS	2915 63%	2479 63%	213 61%	131 63%	93 65%	1016 74% bcd	858 65% cd	514 57% d	528 51%	2124 85% cef	590 83% f	1750 82% f	220 94% abcef	2544 80% f	371 26%
NONE OF THESE	1692 37%	1432 37%	133 39%	77 37%	50 35%	348 26%	455 35% a	380 43% ab	509 49% abc	360 15% d	119 17% d	386 18% ad	15 6%	654 20% ad	1037 74% abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 11

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1613	685	548	921	692	182	665	674	939	805	634	1248	319	46
	35%	60%	64%	59%	23%	48%	45%	45%	30%	40%	30%	47%	21%	10%
		d	cd	d		d	d	d		b		bc	c	
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1582	465	420	674	908	199	724	740	842	881	579	1073	415	95
	34%	41%	49%	43%	30%	52%	49%	49%	27%	44%	28%	41%	28%	20%
		d	acd	d		d	d	d		b		bc	c	
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1063	322	344	489	574	142	477	483	580	595	407	767	239	57
	23%	28%	40%	31%	19%	37%	33%	32%	19%	30%	19%	29%	16%	12%
		d	acd	d		d	d	d		b		bc	c	
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	746	236	268	359	387	128	397	400	346	456	248	555	161	31
	16%	21%	32%	23%	13%	34%	27%	27%	11%	23%	12%	21%	11%	6%
		d	acd	d		bcd	d	d		b		bc	c	
Any channel 5 channels - Like Channel 5, 5USA, 5Star	581	222	226	324	257	99	310	313	268	326	208	435	107	39
	13%	19%	27%	21%	8%	26%	21%	21%	9%	16%	10%	17%	7%	8%
		d	acd	d		d	d	d		b		bc		
SUMMARY														
ANY OF THESE TV CHANNELS	2915	937	766	1308	1608	301	1204	1227	1688	1499	1138	2024	734	158
	63%	82%	90%	84%	53%	79%	82%	82%	54%	74%	54%	77%	49%	33%
		d	acd	d		d	d	d		b		bc	c	
NONE OF THESE	1692	207	85	251	1441	80	263	272	1420	516	954	611	760	321
	37%	18%	10%	16%	47%	21%	18%	18%	46%	26%	46%	23%	51%	67%
		b		b	abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1613 35%	1090 49% bc	283 17%	240 33% b	1271 35%	324 34%	312 31%	1222 37% a
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1582 34%	951 43% bc	407 25%	225 31% b	1208 34%	360 38% a	316 32%	1167 35%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1063 23%	665 30% bc	233 14%	166 23% b	856 24%	196 21%	196 20%	819 25% a
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	746 16%	499 22% bc	157 10%	90 12%	588 16%	151 16%	152 15%	549 17%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	581 13%	396 18% bc	124 8%	61 8%	460 13%	113 12%	135 13%	401 12%
SUMMARY								
ANY OF THESE TV CHANNELS	2915 63%	1765 80% bc	722 44%	428 58% b	2267 63%	618 65%	605 60%	2136 64%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
NONE OF THESE	1692	455	932	305	1334	337	396	1190
	37%	20%	56%	42%	37%	35%	40%	36%
			ac	a				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 12

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1925 42%	672 42%	558 41%	695 42%	970 41%	955 43%	342 42%	331 43%	289 42%	269 41%	339 40%	355 44%	177 43%	974 41%	773 42%
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1771 38%	526 33%	530 39% a	715 43% a	942 40%	829 37%	274 34%	252 32%	282 41% ab	248 38%	386 45% abd	329 41% ab	119 29%	866 37% a	787 43% ab
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1355 29%	301 19%	412 30% a	642 39% ab	677 29%	679 30%	156 19%	145 19%	207 30% ab	205 31% ab	313 37% abcd	328 41% abcd	57 14%	605 26% a	694 38% ab
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1033 22%	221 14%	287 21% a	525 32% ab	521 22%	513 23%	104 13%	117 15%	165 24% abd	122 18% a	252 29% abcd	274 34% abcd	38 9%	436 19% a	560 30% ab
Any channel 5 channels - Like Channel 5, 5USA, 5Star	761 17%	212 13%	196 14%	353 21% ab	392 17%	369 16%	103 13%	109 14%	109 16%	86 13%	180 21% abcd	173 21% abcd	41 10%	347 15% a	373 20% ab
SUMMARY															
ANY OF THESE TV CHANNELS	3285 71%	1083 68%	942 69%	1260 76% ab	1685 71%	1600 71%	553 68%	530 68%	498 72%	444 67%	634 74% abd	626 78% abcd	268 65%	1630 69%	1387 75% ab
NONE OF THESE	1322 29%	508 32% c	414 31% c	400 24%	681 29%	641 29%	263 32% ef	244 32% ef	198 28% f	216 33% ef	219 26%	181 22%	144 35% c	718 31% c	459 25%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 12

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1925 42%	1659 42%	132 38%	81 39%	53 37%	647 47% cd	611 47% cd	328 37%	338 33%	1728 70% bcef	457 65% cef	1136 53% f	162 69% cef	1814 57% cf	111 8%
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1771 38%	1488 38%	144 42%	86 42%	53 37%	686 50% bcd	477 36% d	318 36% d	290 28%	1114 45% f	380 54% aef	1093 51% aef	146 62% acef	1442 45% f	329 23%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1355 29%	1170 30% b	81 23%	64 31% b	40 28%	453 33% cd	400 30% d	259 29% d	243 23%	1001 40% ef	323 46% acef	806 38% f	142 60% abcef	1161 36% f	195 14%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1033 22%	883 23%	75 22%	47 23%	29 20%	382 28% bcd	304 23% d	184 21% d	163 16%	787 32% ef	281 40% acef	668 31% f	132 56% abcef	914 29% f	119 8%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	761 17%	653 17%	52 15%	34 17%	21 15%	287 21% bcd	200 15%	135 15%	139 13%	616 25% ef	205 29% cef	509 24% f	112 48% abcef	691 22% f	70 5%
SUMMARY															
ANY OF THESE TV CHANNELS	3285 71%	2801 72% b	232 67%	148 71%	104 73%	1107 81% bcd	972 74% cd	598 67% d	609 59%	2230 90% cef	628 89% ef	1862 87% f	227 97% abcef	2725 85% f	560 40%
NONE OF THESE	1322 29%	1109 28%	114 33% a	60 29%	39 27%	257 19%	341 26% a	296 33% ab	428 41% abc	254 10% d	81 11% d	274 13% ad	8 3%	474 15% abd	848 60% abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 12

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1925	729	595	992	933	216	767	778	1147	958	768	1435	425	65
	42%	64%	70%	64%	31%	57%	52%	52%	37%	48%	37%	54%	28%	14%
		d	acd	d		d	d	d		b		bc	c	
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1771	502	456	731	1040	215	773	793	978	957	673	1188	468	115
	38%	44%	54%	47%	34%	57%	53%	53%	31%	47%	32%	45%	31%	24%
		d	acd	d		d	d	d		b		bc	c	
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1355	382	414	581	775	164	563	571	785	756	515	955	328	73
	29%	33%	49%	37%	25%	43%	38%	38%	25%	38%	25%	36%	22%	15%
		d	acd	d		d	d	d		b		bc	c	
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1033	295	332	447	587	152	496	501	532	622	350	755	226	52
	22%	26%	39%	29%	19%	40%	34%	33%	17%	31%	17%	29%	15%	11%
		d	acd	d		bcd	d	d		b		bc	c	
Any channel 5 channels - Like Channel 5, 5USA, 5Star	761	267	275	394	366	114	375	381	380	437	263	572	143	46
	17%	23%	32%	25%	12%	30%	26%	25%	12%	22%	13%	22%	10%	10%
		d	acd	d		d	d	d		b		bc		
SUMMARY														
ANY OF THESE TV CHANNELS	3285	983	803	1374	1911	332	1300	1327	1958	1654	1314	2229	866	190
	71%	86%	94%	88%	63%	87%	89%	89%	63%	82%	63%	85%	58%	40%
		d	acd	d		d	d	d		b		bc	c	
NONE OF THESE	1322	161	48	185	1137	49	166	172	1150	361	778	405	628	289
	29%	14%	6%	12%	37%	13%	11%	11%	37%	18%	37%	15%	42%	60%
		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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 12

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, CBeebies	1925 42%	1248 56% bc	367 22%	310 42% b	1539 43% b	366 38%	400 40%	1431 43%
Any Sky channels - Like Sky Max, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1771 38%	1042 47% bc	473 29%	256 35% b	1366 38%	390 41%	360 36%	1299 39%
Any ITV channels - Like ITV1/ STV (SCOTLAND)/ UTV (NORTHERN IRELAND), ITV2 including CITV, ITV3, ITVBe	1355 29%	823 37% bc	307 19%	225 31% b	1111 31% b	232 24%	282 28%	1009 30%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1033 22%	673 30% bc	221 13%	139 19% b	833 23%	190 20%	218 22%	755 23%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	761 17%	509 23% bc	163 10%	89 12%	614 17%	138 14%	171 17%	536 16%
SUMMARY								
ANY OF THESE TV CHANNELS	3285 71%	1918 86% bc	850 51%	516 70% b	2581 72%	672 70%	705 70%	2385 72%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
NONE OF THESE	1322	301	803	217	1019	283	296	941
	29%	14%	49%	30%	28%	30%	30%	28%
			ac	a				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 13

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Nickelodeon/Nick Jr	1253	479	437	337	666	586	255	224	236	201	176	161	113	757	383
	27%	30%	32%	20%	28%	26%	31%	29%	34%	31%	21%	20%	27%	32%	21%
		c	c				ef	ef	ef	ef			c	c	
Cartoon Network	1144	392	412	341	620	525	209	183	231	180	180	161	75	683	386
	25%	25%	30%	21%	26%	23%	26%	24%	33%	27%	21%	20%	18%	29%	21%
		c	ac				f		abdef	ef				ac	
CBeebies	1144	687	273	184	580	564	342	345	146	127	92	92	226	710	208
	25%	43%	20%	11%	25%	25%	42%	45%	21%	19%	11%	11%	55%	30%	11%
		bc	c				cdef	cdef	ef	ef			bc	c	
CBBC	851	319	312	220	438	414	161	158	166	146	111	109	68	525	258
	18%	20%	23%	13%	18%	18%	20%	20%	24%	22%	13%	14%	16%	22%	14%
		c	c				ef	ef	ef	ef				ac	
POP/ Tiny Pop/ Pop Max	572	286	164	122	282	290	130	156	85	79	67	55	70	358	144
	12%	18%	12%	7%	12%	13%	16%	20%	12%	12%	8%	7%	17%	15%	8%
		bc	c				def	cdef	ef	ef			c	c	
Channel 5's Milkshake	563	320	141	102	287	276	160	160	74	67	53	49	86	358	118
	12%	20%	10%	6%	12%	12%	20%	21%	11%	10%	6%	6%	21%	15%	6%
		bc	c				cdef	cdef	ef	ef			bc	c	
ITVX Kids/ CITV on ITV2	514	193	179	141	273	242	102	91	100	79	70	71	32	321	161
	11%	12%	13%	9%	12%	11%	13%	12%	14%	12%	8%	9%	8%	14%	9%
		c	c				ef	e	ef	e				ac	
SUMMARY															
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2574	1137	800	636	1347	1227	582	555	433	367	332	304	308	1537	729
	56%	71%	59%	38%	57%	55%	71%	72%	62%	56%	39%	38%	75%	65%	39%
		bc	c				cdef	cdef	def	ef			bc	c	
CBBC OR CBEEBIES	1559	789	450	320	803	756	396	393	239	210	167	152	238	952	369
	34%	50%	33%	19%	34%	34%	49%	51%	34%	32%	20%	19%	58%	41%	20%
		bc	c				cdef	cdef	ef	ef			bc	c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 13

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
CBBC AND CBEEBIES	437	217	136	85	215	222	107	110	73	63	36	49	56	284	97
	9%	14%	10%	5%	9%	10%	13%	14%	10%	10%	4%	6%	14%	12%	5%
		bc	c				ef	cdef	ef	ef			c	c	
CBBC NOT CBEEBIES	414	102	177	135	223	191	54	48	94	83	75	60	12	241	161
	9%	6%	13%	8%	9%	9%	7%	6%	13%	13%	9%	7%	3%	10%	9%
			ac						abef	abef				a	a
CBEEBIES AND NOT CBBC	708	470	137	100	365	342	235	235	73	64	57	43	170	427	111
	15%	30%	10%	6%	15%	15%	29%	30%	10%	10%	7%	5%	41%	18%	6%
		bc	c				cdef	cdef	ef	f			bc	c	
NONE OF THESE	2033	454	556	1024	1019	1015	235	219	263	292	521	503	105	812	1117
	44%	29%	41%	62%	43%	45%	29%	28%	38%	44%	61%	62%	25%	35%	61%
			a	ab					ab	abc	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 13

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Nickelodeon/Nick Jr	1253 27%	1063 27%	97 28%	56 27%	38 26%	491 36% bcd	308 23%	217 24%	237 23%	847 34% f	291 41% aef	845 40% aef	117 50% abcef	1069 33% f	184 13%
Cartoon Network	1144 25%	981 25%	77 22%	53 26%	33 23%	468 34% bcd	290 22%	175 20%	212 20%	767 31% f	283 40% aef	781 37% aef	119 51% abcef	967 30% f	178 13%
CBeebies	1144 25%	980 25%	82 24%	46 22%	36 25%	380 28% bc	314 24%	199 22%	251 24%	1144 46% bcef	231 33% f	723 34% f	103 44% bcef	1144 36% f	- -%
CBBC	851 18%	727 19%	58 17%	38 18%	28 19%	344 25% bcd	210 16%	140 16%	156 15%	851 34% cef	230 32% ef	623 29% f	109 46% abcef	851 27% f	- -%
POP/ Tiny Pop/ Pop Max	572 12%	503 13% b	27 8%	25 12% b	18 13% b	228 17% bcd	131 10%	95 11%	118 11%	461 19% f	136 19% f	422 20% ef	68 29% abcef	531 17% f	41 3%
Channel 5's Milkshake	563 12%	494 13% bc	32 9%	20 9%	17 12%	199 15% bd	133 10%	117 13%	114 11%	457 18% ef	121 17% f	354 17% f	60 25% abcef	510 16% f	53 4%
ITVX Kids/ CITV on ITV2	514 11%	440 11%	34 10%	24 11%	16 11%	229 17% bcd	135 10% d	81 9%	69 7%	410 17% f	165 23% aef	427 20% aef	97 41% abcef	489 15% f	25 2%
SUMMARY															
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2574 56%	2201 56%	180 52%	111 54%	81 57%	907 67% bcd	682 52%	464 52%	521 50%	1906 77% bef	500 71% f	1604 75% bef	194 83% bcef	2257 71% f	317 22%
CBBC OR CBEEBIES	1559 34%	1334 34%	113 33%	63 30%	49 34%	559 41% bcd	409 31%	269 30%	323 31%	1559 63% bcef	331 47% f	1032 48% f	144 61% bcef	1559 49% f	- -%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 13

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
CBBC AND CBEEBIES	437	373	27	21	15	166	115	71	84	437	130	314	68	437	-
	9%	10%	8%	10%	11%	12%	9%	8%	8%	18%	18%	15%	29%	14%	-%
						bcd				cef	cef	f	abcef	f	
CBBC NOT CBEEBIES	414	354	31	17	12	178	95	70	71	414	100	308	41	414	-
	9%	9%	9%	8%	9%	13%	7%	8%	7%	17%	14%	14%	17%	13%	-%
						bcd				ef	f	f	f	f	
CBEEBIES AND NOT CBBC	708	607	55	25	21	214	198	128	167	708	101	409	35	708	-
	15%	16%	16%	12%	15%	16%	15%	14%	16%	28%	14%	19%	15%	22%	-%
		c								bcd	f	bf	f	bcd	
NONE OF THESE	2033	1709	166	96	62	457	631	430	516	578	209	532	41	941	1092
	44%	44%	48%	46%	43%	33%	48%	48%	50%	23%	29%	25%	17%	29%	78%
						a	a	a			acd	d		acd	abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 13

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST 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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Nickelodeon/Nick Jr	1253	498	369	649	604	191	646	657	596	707	417	887	277	89
	27%	43%	43%	42%	20%	50%	44%	44%	19%	35%	20%	34%	19%	19%
		d	d	d		cd	d	d		b		bc		
Cartoon Network	1144	404	377	575	569	171	605	616	529	692	346	822	249	73
	25%	35%	44%	37%	19%	45%	41%	41%	17%	34%	17%	31%	17%	15%
		d	acd	d		d	d	d		b		bc		
CBeebies	1144	1144	437	1144	-	118	460	467	678	468	453	829	250	66
	25%	100%	51%	73%	-%	31%	31%	31%	22%	23%	22%	31%	17%	14%
		bcd	d	bd		d	d	d				bc		
CBBC	851	437	851	851	-	150	493	497	354	510	266	637	179	35
	18%	38%	100%	55%	-%	39%	34%	33%	11%	25%	13%	24%	12%	7%
		d	acd	ad		cd	d	d		b		bc	c	
POP/ Tiny Pop/ Pop Max	572	324	235	385	187	107	304	309	263	337	161	421	115	36
	12%	28%	28%	25%	6%	28%	21%	21%	8%	17%	8%	16%	8%	8%
		d	d	d		bcd	d	d		b		bc		
Channel 5's Milkshake	563	346	234	403	159	89	263	263	300	274	203	389	133	41
	12%	30%	27%	26%	5%	23%	18%	18%	10%	14%	10%	15%	9%	9%
		cd	d	d		bcd	d	d		b		bc		
ITVX Kids/ CITV on ITV2	514	235	222	317	197	106	337	341	173	343	137	415	86	14
	11%	21%	26%	20%	6%	28%	23%	23%	6%	17%	7%	16%	6%	3%
		d	acd	d		d	d	d		b		bc	c	
SUMMARY														
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2574	1144	851	1559	1015	282	1147	1168	1405	1277	957	1768	626	179
	56%	100%	100%	100%	33%	74%	78%	78%	45%	63%	46%	67%	42%	37%
		d	d	d		d	d	d		b		bc		
CBBC OR CBEEBIES	1559	1144	851	1559	-	191	700	708	851	746	574	1132	344	83
	34%	100%	100%	100%	-%	50%	48%	47%	27%	37%	27%	43%	23%	17%
		d	d	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 13

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS USED AT LEAST 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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
CBBC AND CBEEBIES	437	437	437	437	-	77	254	256	181	233	144	333	86	18
	9%	38%	51%	28%	-%	20%	17%	17%	6%	12%	7%	13%	6%	4%
		cd	acd	d		d	d	d		b		bc		
CBBC NOT CBEEBIES	414	-	414	414	-	73	239	241	173	278	121	304	93	17
	9%	-%	49%	27%	-%	19%	16%	16%	6%	14%	6%	12%	6%	4%
			acd	ad		d	d	d		b		bc	c	
CBEEBIES AND NOT CBBC	708	708	-	708	-	41	206	211	497	236	309	495	165	47
	15%	62%	-%	45%	-%	11%	14%	14%	16%	12%	15%	19%	11%	10%
		bcd		bd				a			a	bc		
NONE OF THESE	2033	-	-	-	2033	99	319	330	1703	738	1135	866	868	300
	44%	-%	-%	-%	67%	26%	22%	22%	55%	37%	54%	33%	58%	63%
					abc				abc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Nickelodeon/Nick Jr	1253	784	301	168	854	386	243	932
	27%	35%	18%	23%	24%	40%	24%	28%
		bc		b		a		a
Cartoon Network	1144	738	264	142	756	376	234	837
	25%	33%	16%	19%	21%	39%	23%	25%
		bc				a		
CBeebies	1144	719	251	175	835	297	232	845
	25%	32%	15%	24%	23%	31%	23%	25%
		bc		b		a		
CBBC	851	594	162	96	624	212	196	596
	18%	27%	10%	13%	17%	22%	20%	18%
		bc		b		a		
POP/ Tiny Pop/ Pop Max	572	379	121	72	359	203	136	395
	12%	17%	7%	10%	10%	21%	14%	12%
		bc				a		
Channel 5's Milkshake	563	338	148	76	452	102	148	382
	12%	15%	9%	10%	13%	11%	15%	11%
		bc					b	
ITVX Kids/ CITV on ITV2	514	386	71	57	341	167	111	372
	11%	17%	4%	8%	9%	17%	11%	11%
		bc		b		a		
SUMMARY								
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2574	1551	652	371	1867	677	546	1858
	56%	70%	39%	51%	52%	71%	55%	56%
		bc		b		a		
CBBC OR CBEEBIES	1559	1003	336	219	1151	388	332	1126
	34%	45%	20%	30%	32%	41%	33%	34%
		bc		b		a		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 13

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
CBBC AND CBEEBIES	437	310	76	51	308	121	96	315
	9%	14%	5%	7%	9%	13%	10%	9%
CBBC NOT CBEEBIES	414	284	86	44	316	91	100	281
	9%	13%	5%	6%	9%	9%	10%	8%
CBEEBIES AND NOT CBBC	708	409	175	124	527	176	136	530
	15%	18%	11%	17%	15%	18%	14%	16%
NONE OF THESE	2033	669	1002	363	1734	278	455	1468
	44%	30%	61%	49%	48%	29%	45%	44%
			ac	a	b			

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD AGED 3-6	CHILD AGED 6-12
	Total	ALL	ALL
Significance Level: 95%		a	
Unweighted total	4607	1268	2418
Effective Weighted Sample	3631	1027	1892
Total	4607	1268	2343
Nickelodeon/Nick Jr	1253	375	730
	27%	30%	31%
Cartoon Network	1144	301	683
	25%	24%	29%
CBeebies	1144	595	535
	25%	47%	23%
CBBC	851	231	541
	18%	18%	23%
POP/ Tiny Pop/ Pop Max	572	225	304
	12%	18%	13%
Channel 5's Milkshake	563	242	309
	12%	19%	13%
ITVX Kids/ CITV on ITV2	514	151	317
	11%	12%	14%
SUMMARY			
ANY OF THESE TV CHANNELS AIMED AT CHILDREN	2574	913	1423
	56%	72%	61%
CBBC OR CBEEBIES	1559	658	823
	34%	52%	35%
CBBC AND CBEEBIES	437	168	254
	9%	13%	11%
CBBC NOT CBEEBIES	414	63	288
	9%	5%	12%
CBEEBIES AND NOT CBBC	708	427	282
	15%	34%	12%
Columns Tested: None			

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD AGED 3-6	CHILD AGED 6-12
	Total	ALL	ALL
Significance Level: 95%		a	
Unweighted total	4607	1268	2418
Effective Weighted Sample	3631	1027	1892
Total	4607	1268	2343
NONE OF THESE	2033	356	920
	44%	28%	39%

Columns Tested: None

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 15

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Nickelodeon/Nick Jr	1482	543	503	436	778	703	287	256	265	238	227	209	127	864	490
	32%	34%	37%	26%	33%	31%	35%	33%	38%	36%	27%	26%	31%	37%	27%
		c	c				ef	ef	ef	ef				ac	
CBeebies	1359	794	342	223	675	684	395	399	171	171	109	114	252	853	255
	30%	50%	25%	13%	29%	31%	48%	52%	25%	26%	13%	14%	61%	36%	14%
		bc	c				cdef	cdef	ef	ef			bc	c	
Cartoon Network	1328	436	485	408	712	617	227	209	275	210	210	198	82	783	463
	29%	27%	36%	25%	30%	28%	28%	27%	39%	32%	25%	25%	20%	33%	25%
			ac						abdef	ef				ac	a
CBBC	1027	378	388	260	516	511	186	192	206	182	124	136	76	641	310
	22%	24%	29%	16%	22%	23%	23%	25%	30%	28%	15%	17%	19%	27%	17%
		c	ac				ef	ef	aef	aef				ac	
POP/ Tiny Pop/ Pop Max	705	340	217	148	346	359	158	182	108	109	80	68	87	437	181
	15%	21%	16%	9%	15%	16%	19%	24%	15%	17%	9%	8%	21%	19%	10%
		bc	c				ef	cdef	ef	ef			c	c	
Channel 5's Milkshake	677	372	185	121	351	326	187	185	101	84	64	57	101	429	147
	15%	23%	14%	7%	15%	15%	23%	24%	14%	13%	7%	7%	25%	18%	8%
		bc	c				cdef	cdef	ef	ef			bc	c	
ITVX Kids/ CITV on ITV2	613	230	212	171	332	281	119	111	120	93	94	77	36	380	197
	13%	14%	16%	10%	14%	13%	15%	14%	17%	14%	11%	10%	9%	16%	11%
		c	c				f	f	ef	f				ac	
SUMMARY															
ANY OF THESE CHILDREN'S TV CHANNELS	2906	1251	908	747	1488	1418	632	620	481	428	375	371	335	1716	856
	63%	79%	67%	45%	63%	63%	77%	80%	69%	65%	44%	46%	81%	73%	46%
		bc	c				cdef	cdef	ef	ef			bc	c	
NONE OF THESE	1701	340	448	914	878	823	185	155	216	232	478	436	78	633	990
	37%	21%	33%	55%	37%	37%	23%	20%	31%	35%	56%	54%	19%	27%	54%
			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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 15

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q6AA-Q6AG. SUMMARY OF CHILDREN'S TV CHANNELS 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Nickelodeon/Nick Jr	1482 32%	1264 32%	109 32%	66 32%	42 30%	556 41% bcd	375 29%	263 29%	288 28%	957 39% f	324 46% aef	948 44% aef	126 54% acef	1225 38% f	256 18%
CBeebies	1359 30%	1173 30% b	89 26%	56 27%	41 29%	446 33% cd	378 29%	241 27%	294 28%	1252 50% bcef	260 37% f	817 38% f	116 49% bcef	1291 40% f	68 5%
Cartoon Network	1328 29%	1136 29%	94 27%	62 30%	38 26%	523 38% bcd	345 26%	214 24%	246 24%	862 35% f	314 44% aef	871 41% aef	130 55% abcef	1099 34% f	229 16%
CBBC	1027 22%	880 22%	65 19%	50 24% b	32 22%	396 29% bcd	269 20%	174 19%	188 18%	952 38% cef	270 38% cef	703 33% f	117 50% abcef	986 31% f	41 3%
POP/ Tiny Pop/ Pop Max	705 15%	613 16% b	39 11%	31 15% b	22 15%	283 21% bcd	167 13%	111 12%	144 14%	554 22% f	162 23% f	493 23% ef	76 32% abcef	638 20% f	67 5%
Channel 5's Milkshake	677 15%	589 15% b	40 12%	27 13%	21 15%	230 17% bd	167 13%	141 16%	138 13%	547 22% ef	143 20% f	414 19% f	70 30% abcef	611 19% f	66 5%
ITVX Kids/ CITV on ITV2	613 13%	530 14%	38 11%	27 13%	18 13%	258 19% bcd	169 13% d	101 11% d	85 8%	478 19% f	183 26% aef	488 23% aef	105 45% abcef	571 18% f	42 3%
SUMMARY															
ANY OF THESE CHILDREN'S TV CHANNELS	2906 63%	2489 64% b	201 58%	126 61%	91 64%	987 72% bcd	782 60%	541 60%	596 57%	2010 81% bef	547 77% f	1706 80% ef	203 86% bcef	2435 76% f	471 33%
NONE OF THESE	1701 37%	1422 36%	145 42% a	82 39%	52 36%	377 28%	531 40% a	353 40% a	441 43% a	475 19%	162 23% ad	430 20% d	32 14%	763 24% acd	938 67% abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 15

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Nickelodeon/Nick Jr	1482	543	404	713	769	212	713	727	754	813	519	1016	354	112
	32%	47%	47%	46%	25%	56%	49%	49%	24%	40%	25%	39%	24%	23%
		d	d	d		bcd	d	d		b		bc		
CBeebies	1359	1144	475	1182	177	140	538	546	813	557	555	951	326	83
	30%	100%	56%	76%	6%	37%	37%	36%	26%	28%	27%	36%	22%	17%
		bcd	d	bd		d	d	d				bc		
Cartoon Network	1328	447	413	632	696	195	665	677	651	780	424	935	304	90
	29%	39%	49%	41%	23%	51%	45%	45%	21%	39%	20%	35%	20%	19%
		d	acd	d		d	d	d		b		bc		
CBBC	1027	476	851	890	137	177	548	558	469	603	330	757	226	43
	22%	42%	100%	57%	4%	47%	37%	37%	15%	30%	16%	29%	15%	9%
		d	acd	ad		bcd	d	d		b		bc	c	
POP/ Tiny Pop/ Pop Max	705	372	280	457	248	124	369	375	329	402	207	498	163	44
	15%	33%	33%	29%	8%	33%	25%	25%	11%	20%	10%	19%	11%	9%
		d	d	d		bcd	d	d		b		bc		
Channel 5's Milkshake	677	389	273	467	210	105	299	301	376	316	259	455	171	51
	15%	34%	32%	30%	7%	28%	20%	20%	12%	16%	12%	17%	11%	11%
		cd	d	d		bcd	d	d		b		bc		
ITVX Kids/ CITV on ITV2	613	266	258	367	246	117	380	387	226	407	168	477	114	22
	13%	23%	30%	24%	8%	31%	26%	26%	7%	20%	8%	18%	8%	5%
		d	acd	d		d	d	d		b		bc	c	
SUMMARY														
ANY OF THESE CHILDREN'S TV CHANNELS	2906	1144	851	1559	1347	308	1226	1251	1655	1414	1121	1947	755	204
	63%	100%	100%	100%	44%	81%	84%	83%	53%	70%	54%	74%	51%	43%
		d	d	d		d	d	d		b		bc	c	
NONE OF THESE	1701	-	-	-	1701	73	241	248	1453	602	970	687	739	275
	37%	-%	-%	-%	56%	19%	16%	17%	47%	30%	46%	26%	49%	57%
					abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Nickelodeon/Nick Jr	1482	895	383	203	1026	443	302	1086
	32%	40%	23%	28%	29%	46%	30%	33%
		bc		b		a		
CBeebies	1359	819	329	212	1000	346	269	1010
	30%	37%	20%	29%	28%	36%	27%	30%
		bc		b		a		
Cartoon Network	1328	840	321	168	873	441	272	962
	29%	38%	19%	23%	24%	46%	27%	29%
		bc				a		
CBBC	1027	695	201	131	762	250	248	714
	22%	31%	12%	18%	21%	26%	25%	21%
		bc		b		a		
POP/ Tiny Pop/ Pop Max	705	456	156	93	454	240	170	482
	15%	21%	9%	13%	13%	25%	17%	15%
		bc		b		a		
Channel 5's Milkshake	677	394	187	97	544	122	170	468
	15%	18%	11%	13%	15%	13%	17%	14%
		bc				b		
ITVX Kids/ CITV on ITV2	613	448	99	66	408	197	133	442
	13%	20%	6%	9%	11%	21%	13%	13%
		bc		b		a		
SUMMARY								
ANY OF THESE CHILDREN'S TV CHANNELS	2906	1697	779	430	2130	745	621	2094
	63%	76%	47%	59%	59%	78%	62%	63%
		bc		b		a		
NONE OF THESE	1701	523	874	304	1471	210	380	1232
	37%	24%	53%	41%	41%	22%	38%	37%
			ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 16

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Any Heart radio station	997	280	313	404	464	533	146	134	138	175	180	224	65	483	450
	22%	18%	23%	24%	20%	24%	18%	17%	20%	27%	21%	28%	16%	21%	24%
			a	a		a				abce		abce		a	ab
Any Capital radio station	821	195	269	357	406	415	94	101	137	132	175	183	55	375	391
	18%	12%	20%	22%	17%	19%	12%	13%	20%	20%	21%	23%	13%	16%	21%
			a	a					ab	ab	ab	ab			ab
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	709	195	209	305	363	346	95	101	108	100	160	145	45	332	332
	15%	12%	15%	18%	15%	15%	12%	13%	16%	15%	19%	18%	11%	14%	18%
			a	a					a		ab	ab			ab
Any Kiss radio station	614	169	174	272	296	319	77	92	86	88	133	138	39	278	297
	13%	11%	13%	16%	12%	14%	9%	12%	12%	13%	16%	17%	10%	12%	16%
				ab						a	a	abc			ab
Any Smooth radio station	328	107	119	103	176	152	59	48	67	52	50	53	21	181	126
	7%	7%	9%	6%	7%	7%	7%	6%	10%	8%	6%	7%	5%	8%	7%
			c						bef						
Any Absolute radio station	318	91	102	125	156	162	45	47	51	51	60	64	23	157	138
	7%	6%	7%	8%	7%	7%	5%	6%	7%	8%	7%	8%	5%	7%	7%
Any Magic radio station	295	93	89	113	167	128	53	40	51	38	63	50	18	153	125
	6%	6%	7%	7%	7%	6%	7%	5%	7%	6%	7%	6%	4%	7%	7%
SUMMARY															
ANY OF THESE RADIO STATIONS	2325	656	712	957	1152	1173	327	328	349	364	476	481	157	1116	1052
	50%	41%	53%	58%	49%	52%	40%	42%	50%	55%	56%	60%	38%	48%	57%
			a	ab		a			ab	ab	abc	abc		a	ab
NONE OF THESE	2282	935	643	703	1214	1068	489	447	348	296	377	326	255	1233	794
	50%	59%	47%	42%	51%	48%	60%	58%	50%	45%	44%	40%	62%	52%	43%
		bc	c		b		cdef	cdef	ef				bc	c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 16

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Any Heart radio station	997	879	53	49	16	330	279	201	188	620	237	580	104	786	211
	22%	22%	15%	24%	11%	24%	21%	23%	18%	25%	33%	27%	44%	25%	15%
		bd		bd		d		d		f	acef	f	abcef	f	
Any Capital radio station	821	708	56	45	12	279	232	163	148	513	208	503	87	650	172
	18%	18%	16%	22%	9%	20%	18%	18%	14%	21%	29%	24%	37%	20%	12%
		d	d	abd		d		d		f	acef	aef	acef	f	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	709	596	53	36	24	306	191	120	92	522	709	496	134	709	-
	15%	15%	15%	17%	17%	22%	15%	13%	9%	21%	100%	23%	57%	22%	-%
						bcd	d	d		f	acdef	f	acef	f	
Any Kiss radio station	614	542	34	24	15	234	156	117	106	413	169	416	92	523	92
	13%	14%	10%	12%	10%	17%	12%	13%	10%	17%	24%	19%	39%	16%	7%
		b				bcd				f	acef	aef	abcef	f	
Any Smooth radio station	328	289	17	15	8	137	99	60	32	242	108	253	64	296	32
	7%	7%	5%	7%	6%	10%	8%	7%	3%	10%	15%	12%	27%	9%	2%
		b				cd	d	d		f	acef	aef	abcef	f	
Any Absolute radio station	318	266	27	14	11	152	87	51	28	218	112	245	62	285	32
	7%	7%	8%	7%	8%	11%	7%	6%	3%	9%	16%	11%	26%	9%	2%
						bcd	d	d		f	acef	aef	abcef	f	
Any Magic radio station	295	264	11	11	8	139	66	48	42	204	82	221	49	257	38
	6%	7%	3%	6%	6%	10%	5%	5%	4%	8%	12%	10%	21%	8%	3%
		b				bcd				f	aef	aef	abcef	f	
SUMMARY															
ANY OF THESE RADIO STATIONS	2325	2002	154	112	58	821	651	437	416	1417	709	1413	209	1894	431
	50%	51%	45%	54%	41%	60%	50%	49%	40%	57%	100%	66%	89%	59%	31%
		bd		bd		bcd	d	d		f	acdef	aef	acef	f	
NONE OF THESE	2282	1909	192	96	85	543	662	457	620	1067	-	723	27	1304	977
	50%	49%	55%	46%	59%	40%	50%	51%	60%	43%	-%	34%	11%	41%	69%
			ac		ac		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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 16

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q7AA-Q7AG. SUMMARY OF RADIO STATIONS USED AT LEAST 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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Any Heart radio station	997	288	248	393	604	128	434	441	556	539	370	666	261	70
	22%	25%	29%	25%	20%	34%	30%	29%	18%	27%	18%	25%	17%	15%
		d	d	d		d	d	d		b		bc		
Any Capital radio station	821	234	229	338	484	121	362	369	452	481	275	557	207	57
	18%	20%	27%	22%	16%	32%	25%	25%	15%	24%	13%	21%	14%	12%
		d	acd	d		bcd	d	d		b		bc		
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	709	231	230	331	378	138	388	393	316	460	201	573	124	13
	15%	20%	27%	21%	12%	36%	26%	26%	10%	23%	10%	22%	8%	3%
		d	acd	d		bcd	d	d		b		bc	c	
Any Kiss radio station	614	193	178	279	335	113	330	335	279	368	194	442	139	33
	13%	17%	21%	18%	11%	30%	22%	22%	9%	18%	9%	17%	9%	7%
		d	ad	d		bcd	d	d		b		bc		
Any Smooth radio station	328	142	104	172	156	68	219	222	106	218	84	254	66	9
	7%	12%	12%	11%	5%	18%	15%	15%	3%	11%	4%	10%	4%	2%
		d	d	d		d	d	d		b		bc	c	
Any Absolute radio station	318	108	107	150	167	75	206	210	108	226	67	255	51	11
	7%	9%	13%	10%	5%	20%	14%	14%	3%	11%	3%	10%	3%	2%
		d	acd	d		bcd	d	d		b		bc		
Any Magic radio station	295	116	98	146	149	71	185	188	107	188	83	216	67	12
	6%	10%	11%	9%	5%	19%	13%	13%	3%	9%	4%	8%	4%	3%
		d	d	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE RADIO STATIONS	2325	614	539	869	1456	284	1040	1059	1266	1302	833	1581	601	143
	50%	54%	63%	56%	48%	75%	71%	71%	41%	65%	40%	60%	40%	30%
		d	acd	d		d	d	d		b		bc	c	
NONE OF THESE	2282	531	312	689	1592	96	426	440	1842	713	1259	1053	893	336
	50%	46%	37%	44%	52%	25%	29%	29%	59%	35%	60%	40%	60%	70%
		b		b	abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Any Heart radio station	997	578	272	147	824	167	246	698
	22%	26%	16%	20%	23%	18%	25%	21%
		bc			b		b	
Any Capital radio station	821	472	233	117	666	148	188	580
	18%	21%	14%	16%	19%	15%	19%	17%
		bc						
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	709	518	113	78	536	167	165	510
	15%	23%	7%	11%	15%	17%	16%	15%
		bc		b				
Any Kiss radio station	614	390	150	74	472	138	148	428
	13%	18%	9%	10%	13%	14%	15%	13%
		bc						
Any Smooth radio station	328	242	64	22	243	83	67	240
	7%	11%	4%	3%	7%	9%	7%	7%
		bc						
Any Absolute radio station	318	243	42	33	256	60	87	211
	7%	11%	3%	4%	7%	6%	9%	6%
		bc		b			b	
Any Magic radio station	295	211	59	26	225	66	67	210
	6%	10%	4%	3%	6%	7%	7%	6%
		bc						
SUMMARY								
ANY OF THESE RADIO STATIONS	2325	1396	619	310	1878	432	558	1640
	50%	63%	37%	42%	52%	45%	56%	49%
		bc		b	b		b	
NONE OF THESE	2282	823	1035	423	1723	523	443	1686
	50%	37%	63%	58%	48%	55%	44%	51%
			ac	a		a		a

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 17

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Any Heart radio station	1127	312	349	466	524	602	155	157	153	196	216	250	71	540	516
	24%	20%	26%	28%	22%	27%	19%	20%	22%	30%	25%	31%	17%	23%	28%
			a	a		a				abc	ab	abce		a	ab
Any Capital radio station	931	218	291	423	458	473	107	111	147	144	204	218	58	411	462
	20%	14%	21%	25%	19%	21%	13%	14%	21%	22%	24%	27%	14%	18%	25%
			a	ab					ab	ab	ab	abcd			ab
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	828	240	239	349	418	410	115	125	123	116	180	169	56	386	385
	18%	15%	18%	21%	18%	18%	14%	16%	18%	18%	21%	21%	14%	16%	21%
				ab							ab	ab			ab
Any Kiss radio station	699	199	195	306	335	364	93	106	93	102	150	156	45	319	335
	15%	12%	14%	18%	14%	16%	11%	14%	13%	16%	18%	19%	11%	14%	18%
				ab						a	ac	abc			ab
Any Absolute radio station	383	111	116	156	192	191	55	57	61	55	77	79	28	184	171
	8%	7%	9%	9%	8%	9%	7%	7%	9%	8%	9%	10%	7%	8%	9%
				a								a			
Any Smooth radio station	382	122	136	124	206	176	65	57	80	56	61	62	25	208	149
	8%	8%	10%	7%	9%	8%	8%	7%	12%	9%	7%	8%	6%	9%	8%
			ac						abef						
Any Magic radio station	349	114	103	132	197	152	64	50	58	44	74	58	20	183	145
	8%	7%	8%	8%	8%	7%	8%	6%	8%	7%	9%	7%	5%	8%	8%
SUMMARY															
ANY OF THESE RADIO STATIONS	2544	732	764	1048	1247	1296	358	374	370	394	520	528	172	1217	1154
	55%	46%	56%	63%	53%	58%	44%	48%	53%	60%	61%	65%	42%	52%	63%
			a	ab		a			a	abc	abc	abcd		a	ab
NONE OF THESE	2063	859	592	612	1118	945	459	401	326	266	333	279	240	1132	692
	45%	54%	44%	37%	47%	42%	56%	52%	47%	40%	39%	35%	58%	48%	37%
		bc	c		b		cdef	def	def	f			bc	c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 17

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q7AA-Q7AG. SUMMARY OF RADIO STATIONS 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Any Heart radio station	1127	990	59	59	19	368	313	231	215	693	255	655	113	881	246
	24%	25%	17%	28%	13%	27%	24%	26%	21%	28%	36%	31%	48%	28%	17%
		bd		bd		d		d		f	acef	ef	abcef	f	
Any Capital radio station	931	801	67	49	15	325	256	177	173	563	221	559	93	725	206
	20%	20%	19%	23%	10%	24%	20%	20%	17%	23%	31%	26%	40%	23%	15%
		d	d	d		bcd				f	acef	aef	abcef	f	
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	828	698	60	42	27	356	222	137	114	581	709	567	137	795	33
	18%	18%	17%	20%	19%	26%	17%	15%	11%	23%	100%	27%	58%	25%	2%
						bcd	d	d		f	acdef	af	acef	f	
Any Kiss radio station	699	612	40	30	18	258	180	136	126	457	187	466	101	587	113
	15%	16%	12%	15%	12%	19%	14%	15%	12%	18%	26%	22%	43%	18%	8%
		b				bcd				f	acef	aef	abcef	f	
Any Absolute radio station	383	318	35	18	12	180	98	66	38	261	130	286	75	340	44
	8%	8%	10%	9%	8%	13%	7%	7%	4%	10%	18%	13%	32%	11%	3%
						bcd	d	d		f	acef	aef	abcef	f	
Any Smooth radio station	382	334	22	17	10	163	117	65	38	278	124	292	72	341	41
	8%	9%	6%	8%	7%	12%	9%	7%	4%	11%	18%	14%	31%	11%	3%
						bcd	d	d		f	acef	aef	abcef	f	
Any Magic radio station	349	312	15	13	9	155	83	58	52	236	97	258	64	299	49
	8%	8%	4%	6%	6%	11%	6%	7%	5%	9%	14%	12%	27%	9%	3%
		b				bcd				f	aef	aef	abcef	f	
SUMMARY															
ANY OF THESE RADIO STATIONS	2544	2193	165	122	63	886	699	485	472	1515	709	1514	214	2033	510
	55%	56%	48%	59%	44%	65%	53%	54%	46%	61%	100%	71%	91%	64%	36%
		bd		bd		bcd	d	d		f	acdef	aef	acef	f	
NONE OF THESE	2063	1717	181	85	80	477	614	408	564	969	-	622	21	1165	898
	45%	44%	52%	41%	56%	35%	47%	46%	54%	39%	-%	29%	9%	36%	64%
			ac		ac		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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 17

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Any Heart radio station	1127	322	275	439	688	144	483	489	637	619	414	748	300	79
	24%	28%	32%	28%	23%	38%	33%	33%	21%	31%	20%	28%	20%	16%
		d	d	d		d	d	d		b		bc		
Any Capital radio station	931	250	250	364	567	136	404	413	518	548	313	619	239	73
	20%	22%	29%	23%	19%	36%	28%	28%	17%	27%	15%	23%	16%	15%
		d	acd	d		bcd	d	d		b		bc		
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	828	253	250	363	464	151	436	443	385	522	243	653	160	15
	18%	22%	29%	23%	15%	40%	30%	30%	12%	26%	12%	25%	11%	3%
		d	acd	d		bcd	d	d		b		bc	c	
Any Kiss radio station	699	204	193	301	399	121	375	380	319	424	214	491	173	35
	15%	18%	23%	19%	13%	32%	26%	25%	10%	21%	10%	19%	12%	7%
		d	ad	d		bcd	d	d		b		bc	c	
Any Absolute radio station	383	128	123	173	211	85	241	245	139	271	83	304	64	15
	8%	11%	14%	11%	7%	22%	16%	16%	4%	13%	4%	12%	4%	3%
		d	acd	d		bcd	d	d		b		bc		
Any Smooth radio station	382	159	126	202	180	78	253	257	125	261	91	288	80	14
	8%	14%	15%	13%	6%	21%	17%	17%	4%	13%	4%	11%	5%	3%
		d	d	d		d	d	d		b		bc		
Any Magic radio station	349	136	106	170	178	77	220	223	125	221	99	255	78	16
	8%	12%	12%	11%	6%	20%	15%	15%	4%	11%	5%	10%	5%	3%
		d	d	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE RADIO STATIONS	2544	649	573	922	1622	298	1114	1133	1411	1401	934	1703	681	160
	55%	57%	67%	59%	53%	78%	76%	76%	45%	70%	45%	65%	46%	33%
			acd	d		d	d	d		b		bc	c	
NONE OF THESE	2063	495	278	637	1427	83	353	366	1697	615	1157	931	813	319
	45%	43%	33%	41%	47%	22%	24%	24%	55%	30%	55%	35%	54%	67%
		b		b	bc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Any Heart radio station	1127	651	312	163	931	189	281	784
	24%	29%	19%	22%	26%	20%	28%	24%
		bc			b		b	
Any Capital radio station	931	523	273	135	756	168	217	655
	20%	24%	17%	18%	21%	18%	22%	20%
		bc			b			
Any BBC radio station - Like BBC Radio 1, BBC Radio 2	828	588	145	95	626	193	200	583
	18%	26%	9%	13%	17%	20%	20%	18%
		bc		b				
Any Kiss radio station	699	436	182	82	541	154	172	483
	15%	20%	11%	11%	15%	16%	17%	15%
		bc						
Any Absolute radio station	383	287	56	40	308	74	104	255
	8%	13%	3%	6%	9%	8%	10%	8%
		bc		b			b	
Any Smooth radio station	382	285	71	26	283	96	81	276
	8%	13%	4%	4%	8%	10%	8%	8%
		bc						
Any Magic radio station	349	246	70	33	266	79	80	246
	8%	11%	4%	4%	7%	8%	8%	7%
		bc						
SUMMARY								
ANY OF THESE RADIO STATIONS	2544	1499	700	344	2050	477	613	1786
	55%	68%	42%	47%	57%	50%	61%	54%
		bc			b		b	
NONE OF THESE	2063	720	954	389	1551	478	388	1540
	45%	32%	58%	53%	43%	50%	39%	46%
			a	a		a		a

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 18

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	2521	696	853	972	1199	1322	341	355	398	455	460	512	175	1271	1075
Effective Weighted Sample	1995	572	672	763	942	1056	277	295	311	362	360	405	145	1011	846
Total	2544	732	764	1048	1247	1296	358	374	370	394	520	528	172	1217	1154
Radio set (DAB/FM/AM at home or in a car)	1570	462	519	589	793	777	243	220	250	269	301	288	112	796	663
	62%	63%	68%	56%	64%	60%	68%	59%	67%	68%	58%	55%	65%	65%	57%
		c	c				bef		bef	bef				c	
Mobile phone	1055	244	256	555	534	521	117	127	137	119	281	274	47	410	597
	41%	33%	34%	53%	43%	40%	33%	34%	37%	30%	54%	52%	27%	34%	52%
				ab							abcd	abcd			ab
Smart speaker (like Alexa or Google Home)	860	220	273	367	389	471	97	122	121	152	171	197	50	399	410
	34%	30%	36%	35%	31%	36%	27%	33%	33%	39%	33%	37%	29%	33%	36%
			a			a				a		a			
TV set	357	97	103	156	178	178	53	45	47	55	78	78	20	166	170
	14%	13%	13%	15%	14%	14%	15%	12%	13%	14%	15%	15%	12%	14%	15%
Tablet (like an iPad)	351	125	109	117	163	188	58	67	55	54	50	67	24	199	128
	14%	17%	14%	11%	13%	15%	16%	18%	15%	14%	10%	13%	14%	16%	11%
		c					e	e	e					c	
Laptop	291	84	84	123	132	159	38	46	37	47	57	66	12	148	131
	11%	11%	11%	12%	11%	12%	11%	12%	10%	12%	11%	13%	7%	12%	11%
Desktop computer	140	45	43	52	73	67	24	20	18	25	30	22	8	74	58
	6%	6%	6%	5%	6%	5%	7%	5%	5%	6%	6%	4%	4%	6%	5%
Any other device	10	1	4	4	6	4	-	1	2	3	4	-	-	4	6
	*%	*%	1%	*%	*%	*%	-%	*%	*%	1%	1%	-%	-%	*%	*%
Don't know	18	6	8	4	7	10	2	4	4	4	1	2	2	10	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 18

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

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

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	2521	1729	293	348	151	921	507	624	465	1504	723	1513	215	2020	501
Effective Weighted Sample	1995	1566	276	340	139	755	413	519	396	1188	564	1195	168	1594	400
Total	2544	2193	165	122	63	886	699	485	472	1515	709	1514	214	2033	510
Radio set (DAB/FM/AM at home or in a car)	1570 62%	1350 62%	102 62%	84 68% ad	34 53%	540 61%	454 65%	292 60%	284 60%	976 64% c	468 66% c	883 58%	152 71% cef	1252 62%	318 62%
Mobile phone	1055 41%	904 41%	71 43%	44 36%	36 56% abc	426 48% bd	227 33%	211 44% b	191 40% b	668 44% f	350 49% aef	777 51% aef	145 68% abcef	905 45% f	149 29%
Smart speaker (like Alexa or Google Home)	860 34%	745 34%	52 31%	41 33%	23 36%	311 35% d	234 33%	179 37% d	135 29%	565 37% f	280 40% f	538 36% f	98 46% acef	714 35% f	145 28%
TV set	357 14%	314 14%	21 13%	15 12%	7 11%	142 16%	85 12%	64 13%	66 14%	253 17% f	127 18% f	271 18% f	58 27% abcef	313 15% f	43 8%
Tablet (like an iPad)	351 14%	300 14%	25 15%	14 11%	12 18% c	153 17% bd	83 12%	70 15% d	45 10%	255 17% f	145 20% ef	288 19% ef	74 35% abcef	318 16% f	33 7%
Laptop	291 11%	247 11%	16 10%	14 12%	13 21% abc	133 15% bcd	75 11% d	54 11% d	29 6%	213 14% f	127 18% aef	239 16% ef	74 34% abcef	266 13% f	25 5%
Desktop computer	140 6%	121 6%	7 4%	8 6%	4 7%	75 9% bcd	31 4%	22 5%	12 3%	111 7% f	60 8% f	128 8% f	43 20% abcef	135 7% f	5 1%
Any other device	10 *%	10 *%	- -%	- -%	- -%	3 *%	3 *%	1 *%	3 1%	5 *%	2 *%	6 *%	1 *%	8 *%	2 *%
Don't know	18 1%	15 1%	1 1%	1 1%	* 1%	7 1%	4 1%	3 1%	4 1%	10 1%	2 *%	5 *%	- -%	13 1%	5 1%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 18

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

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

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	2521	655	590	941	1580	300	1137	1159	1362	1411	899	1688	671	162
Effective Weighted Sample	1995	524	469	751	1246	241	906	923	1074	1107	716	1335	531	129
Total	2544	649	573	922	1622	298	1114	1133	1411	1401	934	1703	681	160
Radio set (DAB/FM/AM at home or in a car)	1570	434	369	599	971	211	664	678	892	853	589	1028	436	106
	62%	67%	64%	65%	60%	71%	60%	60%	63%	61%	63%	60%	64%	66%
		d		d		bcd								
Mobile phone	1055	271	289	413	642	165	593	601	454	702	286	780	218	56
	41%	42%	50%	45%	40%	56%	53%	53%	32%	50%	31%	46%	32%	35%
			ad	d		d	d	d		b		bc		
Smart speaker (like Alexa or Google Home)	860	252	248	365	495	148	388	398	461	499	298	602	213	44
	34%	39%	43%	40%	30%	50%	35%	35%	33%	36%	32%	35%	31%	28%
		d	d	d		bcd								
TV set	357	139	126	178	179	82	215	218	139	232	91	277	65	14
	14%	21%	22%	19%	11%	28%	19%	19%	10%	17%	10%	16%	10%	9%
		d	d	d		bcd	d	d		b		bc		
Tablet (like an iPad)	351	137	131	198	153	77	240	241	110	224	85	270	68	13
	14%	21%	23%	21%	9%	26%	22%	21%	8%	16%	9%	16%	10%	8%
		d	d	d		d	d	d		b		bc		
Laptop	291	102	125	165	126	89	222	224	67	230	48	249	33	9
	11%	16%	22%	18%	8%	30%	20%	20%	5%	16%	5%	15%	5%	6%
		d	ad	d		bcd	d	d		b		bc		
Desktop computer	140	58	67	89	51	44	115	118	22	116	17	113	23	4
	6%	9%	12%	10%	3%	15%	10%	10%	2%	8%	2%	7%	3%	2%
		d	d	d		bd	d	d		b		b		
Any other device	10	3	4	4	5	-	7	7	2	7	3	7	3	-
	*%	*%	1%	*%	*%	-%	1%	1%	*%	*%	*%	*%	*%	-%
Don't know	18	1	1	2	15	-	5	5	13	9	6	10	8	-
	1%	*%	*%	*%	1%	-%	*%	*%	1%	1%	1%	1%	1%	-%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	2521	1493	692	336	2057	448	601	1760
Effective Weighted Sample	1995	1187	548	260	1611	370	481	1386
Total	2544	1499	700	344	2050	477	613	1786
Radio set (DAB/FM/AM at home or in a car)	1570	915	431	224	1308	248	364	1131
	62%	61%	62%	65%	64%	52%	59%	63%
					b			
Mobile phone	1055	708	228	120	799	249	271	711
	41%	47%	32%	35%	39%	52%	44%	40%
		bc				a		
Smart speaker (like Alexa or Google Home)	860	507	219	133	705	153	205	609
	34%	34%	31%	39%	34%	32%	33%	34%
				b				
TV set	357	253	69	34	266	90	93	243
	14%	17%	10%	10%	13%	19%	15%	14%
		bc				a		
Tablet (like an iPad)	351	243	75	34	231	115	81	240
	14%	16%	11%	10%	11%	24%	13%	13%
		bc				a		
Laptop	291	223	43	25	207	83	77	197
	11%	15%	6%	7%	10%	17%	13%	11%
		bc				a		
Desktop computer	140	112	21	7	104	35	36	93
	6%	7%	3%	2%	5%	7%	6%	5%
		bc						
Any other device	10	6	2	1	8	1	1	8
	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	18	7	6	5	16	1	2	12
	1%	*%	1%	1%	1%	*%	*%	1%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 19

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
CBeebies site/ app	804 17%	435 27% bc	227 17% c	143 9%	385 16%	419 19%	206 25% cdef	229 30% cdef	113 16% ef	113 17% ef	66 8%	77 10%	126 31% bc	521 22% c	157 8%
BBC Bitesize site/ app	725 16%	137 9%	244 18% a	344 21% a	380 16%	344 15%	77 9%	60 8%	129 18% ab	116 18% ab	175 20% ab	169 21% ab	31 7%	324 14% a	371 20% ab
BBC News site/ app	637 14%	121 8%	180 13% a	336 20% ab	344 15%	294 13%	65 8%	56 7%	99 14% ab	81 12% ab	180 21% abcd	156 19% abcd	17 4%	253 11% a	368 20% ab
BBC Sport site/ app	558 12%	93 6%	154 11% a	311 19% ab	401 17% b	157 7%	60 7% b	33 4%	109 16% abdf	45 7% b	232 27% abcdf	79 10% b	18 4%	207 9% a	333 18% ab
CBBC site	533 12%	172 11%	203 15% ac	158 10%	281 12%	251 11%	85 10%	87 11%	109 16% abef	94 14% aef	87 10%	71 9%	31 7%	317 14% ac	185 10%
BBC Newsround site	381 8%	78 5%	171 13% ac	133 8% a	175 7%	206 9% a	35 4%	43 6%	77 11% abe	94 14% abef	63 7% a	70 9% ab	11 3%	224 10% a	146 8% a
BBC Own It site	152 3%	48 3%	51 4%	53 3%	86 4%	66 3%	22 3%	26 3%	28 4%	23 3%	36 4% f	17 2%	6 2%	82 4%	63 3%
SUMMARY															
ANY OF THESE SITES/ APPS	2136 46%	658 41%	661 49% a	816 49% a	1163 49% b	973 43%	337 41%	322 42%	352 51% abf	309 47% a	474 56% abdf	342 42%	165 40%	1073 46%	898 49% a
NONE OF THESE	2471 54%	933 59% bc	695 51%	844 51%	1203 51%	1268 57% a	480 59% cde	453 58% ce	344 49%	350 53% e	379 44%	465 58% ce	247 60% c	1276 54%	948 51%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 19

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
CBeebies site/ app	804 17%	700 18% b	47 14%	31 15%	26 18%	307 23% bcd	216 16%	133 15%	148 14%	686 28% f	182 26% f	804 38% abef	102 43% abef	804 25% f	- -%
BBC Bitesize site/ app	725 16%	627 16% d	49 14%	32 16%	17 12%	263 19% cd	232 18% cd	113 13%	118 11%	519 21% f	202 28% aef	725 34% abef	110 47% abcef	725 23% f	- -%
BBC News site/ app	637 14%	544 14%	43 13%	32 15%	19 13%	288 21% bcd	168 13% d	92 10%	89 9%	480 19% f	255 36% acef	637 30% aef	119 51% abcef	637 20% f	- -%
BBC Sport site/ app	558 12%	483 12%	35 10%	23 11%	17 12%	260 19% bcd	125 10%	94 11% d	78 8%	402 16% f	198 28% aef	558 26% aef	101 43% abcef	558 17% f	- -%
CBBC site	533 12%	464 12%	33 10%	21 10%	15 10%	236 17% bcd	127 10%	78 9%	92 9%	473 19% ef	165 23% aef	533 25% aef	90 38% abcef	533 17% f	- -%
BBC Newsround site	381 8%	328 8%	27 8%	15 7%	11 7%	163 12% bcd	107 8% d	60 7%	51 5%	261 11% f	138 20% aef	381 18% aef	65 28% abcef	381 12% f	- -%
BBC Own It site	152 3%	131 3%	9 3%	7 3%	4 3%	93 7% bcd	24 2%	18 2%	17 2%	130 5% f	70 10% acef	152 7% aef	50 21% abcef	152 5% f	- -%
SUMMARY															
ANY OF THESE SITES/ APPS	2136 46%	1825 47%	154 45%	91 44%	67 47%	813 60% bcd	587 45% cd	355 40%	381 37%	1517 61% f	496 70% af	2136 100% abdef	210 89% abef	2136 67% af	- -%
NONE OF THESE	2471 54%	2086 53%	192 55%	117 56%	76 53%	551 40%	726 55% a	539 60% ab	655 63% ab	967 39% bcde	213 30% cd	- -%	26 11% c	1062 33% cd	1409 100% abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 19

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS USED AT LEAST 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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
CBeebies site/ app	804	537	284	603	201	114	438	442	362	446	226	615	157	31
	17%	47%	33%	39%	7%	30%	30%	30%	12%	22%	11%	23%	11%	7%
		bcd	d	bd		d	d	d		b		bc	c	
BBC Bitesize site/ app	725	217	248	347	378	164	434	441	283	640	54	564	143	18
	16%	19%	29%	22%	12%	43%	30%	29%	9%	32%	3%	21%	10%	4%
		d	acd	d		bcd	d	d		b		bc	c	
BBC News site/ app	637	175	192	269	368	125	435	442	195	473	145	535	83	19
	14%	15%	23%	17%	12%	33%	30%	29%	6%	23%	7%	20%	6%	4%
		d	acd	d		d	d	d		b		bc		
BBC Sport site/ app	558	131	157	207	351	98	333	339	219	373	160	434	105	19
	12%	11%	18%	13%	12%	26%	23%	23%	7%	19%	8%	16%	7%	4%
			acd			d	d	d		b		bc	c	
CBBC site	533	262	355	424	109	121	384	386	146	390	97	428	91	14
	12%	23%	42%	27%	4%	32%	26%	26%	5%	19%	5%	16%	6%	3%
		d	acd	ad		bcd	d	d		b		bc	c	
BBC Newsround site	381	118	150	191	190	381	348	381	-	298	64	303	68	10
	8%	10%	18%	12%	6%	100%	24%	25%	-%	15%	3%	11%	5%	2%
		d	acd	d		bcd	d	d		b		bc	c	
BBC Own It site	152	66	70	96	56	66	139	143	9	127	19	133	18	1
	3%	6%	8%	6%	2%	17%	9%	10%	-%	6%	1%	5%	1%	-%
		d	d	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE SITES/ APPS	2136	723	623	1032	1104	381	1184	1216	920	1384	560	1594	456	87
	46%	63%	73%	66%	36%	100%	81%	81%	30%	69%	27%	61%	31%	18%
		d	acd	d		bcd	d	d		b		bc	c	
NONE OF THESE	2471	421	228	527	1944	-	283	283	2188	631	1532	1041	1038	392
	54%	37%	27%	34%	64%	-%	19%	19%	70%	31%	73%	39%	69%	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 19

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS 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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
CBeebies site/ app	804	573	128	103	552	242	193	557
	17%	26%	8%	14%	15%	25%	19%	17%
		bc		b		a		
BBC Bitesize site/ app	725	509	115	101	525	194	191	484
	16%	23%	7%	14%	15%	20%	19%	15%
		bc		b		a	b	
BBC News site/ app	637	505	68	65	427	201	132	457
	14%	23%	4%	9%	12%	21%	13%	14%
		bc		b		a		
BBC Sport site/ app	558	403	102	53	424	131	92	443
	12%	18%	6%	7%	12%	14%	9%	13%
		bc						a
CBBC site	533	408	74	51	364	159	150	345
	12%	18%	4%	7%	10%	17%	15%	10%
		bc		b		a	b	
BBC Newsround site	381	275	53	52	272	106	113	247
	8%	12%	3%	7%	8%	11%	11%	7%
		bc		b		a	b	
BBC Own It site	152	131	11	10	105	46	39	103
	3%	6%	1%	1%	3%	5%	4%	3%
		bc				a		
SUMMARY								
ANY OF THESE SITES/ APPS	2136	1473	387	276	1553	555	489	1512
	46%	66%	23%	38%	43%	58%	49%	45%
		bc		b		a		
NONE OF THESE	2471	747	1267	457	2048	400	512	1814
	54%	34%	77%	62%	57%	42%	51%	55%
			ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 20

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
CBeebies site/ app	1013	579	269	165	480	533	269	310	136	133	75	89	172	658	183
	22%	36%	20%	10%	20%	24%	33%	40%	20%	20%	9%	11%	42%	28%	10%
		bc	c			a	cdef	acdef	ef	ef			bc	c	
BBC Bitesize site/ app	986	182	338	466	517	469	99	83	178	160	240	226	36	447	503
	21%	11%	25%	28%	22%	21%	12%	11%	26%	24%	28%	28%	9%	19%	27%
			a	a					ab	ab	ab	ab		a	ab
BBC News site/ app	740	145	204	390	401	339	83	63	112	92	206	184	21	295	423
	16%	9%	15%	23%	17%	15%	10%	8%	16%	14%	24%	23%	5%	13%	23%
			a	ab					ab	ab	abcd	abcd		a	ab
BBC Sport site/ app	656	115	183	358	472	184	74	41	128	56	270	87	24	249	383
	14%	7%	14%	22%	20%	8%	9%	5%	18%	8%	32%	11%	6%	11%	21%
			a	ab	b		b		abdf	b	abcdf	b		a	ab
CBBC site	649	207	248	194	335	314	103	104	131	116	101	94	40	386	223
	14%	13%	18%	12%	14%	14%	13%	13%	19%	18%	12%	12%	10%	16%	12%
			ac						abef	abef				ac	
BBC Newsround site	460	87	208	165	208	252	40	47	92	116	75	90	11	266	183
	10%	5%	15%	10%	9%	11%	5%	6%	13%	18%	9%	11%	3%	11%	10%
			ac	a		a			abe	abcef	a	ab		a	a
BBC Own It site	181	57	60	64	100	81	27	30	32	28	41	22	9	95	76
	4%	4%	4%	4%	4%	4%	3%	4%	5%	4%	5%	3%	2%	4%	4%
SUMMARY															
ANY OF THESE SITES/ APPS	2541	824	769	948	1357	1184	409	414	405	364	543	405	216	1288	1037
	55%	52%	57%	57%	57%	53%	50%	53%	58%	55%	64%	50%	52%	55%	56%
			a	a	b				af		abdf				
NONE OF THESE	2066	767	587	712	1009	1058	407	360	291	296	310	402	196	1061	809
	45%	48%	43%	43%	43%	47%	50%	47%	42%	45%	36%	50%	48%	45%	44%
		bc				a	ce	e		e		ce			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 20

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q9AA-Q9AG. SUMMARY OF BBC SITES/ APPS 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
CBeebies site/ app	1013 22%	880 23% bc	61 18%	39 19%	33 23% b	374 27% bcd	267 20%	176 20%	196 19%	841 34% ef	224 32% f	864 40% abef	113 48% abef	982 31% f	31 2%
BBC Bitesize site/ app	986 21%	848 22%	65 19%	46 22%	28 19%	362 27% cd	308 23% cd	156 17%	160 15%	656 26% f	253 36% aef	837 39% aef	124 53% abcef	898 28% f	88 6%
BBC News site/ app	740 16%	629 16%	50 15%	36 18%	23 16%	331 24% bcd	190 14% d	113 13%	106 10%	534 21% f	272 38% acef	684 32% aef	127 54% abcef	708 22% f	32 2%
BBC Sport site/ app	656 14%	571 15% b	39 11%	27 13%	19 13%	293 21% bcd	158 12% d	111 12% d	94 9%	449 18% f	219 31% aef	606 28% aef	110 47% abcef	624 20% f	31 2%
CBBC site	649 14%	557 14%	45 13%	28 14%	18 12%	280 21% bcd	153 12%	105 12%	110 11%	558 22% ef	194 27% aef	604 28% aef	100 42% abcef	637 20% f	12 1%
BBC Newsround site	460 10%	387 10%	41 12%	19 9%	14 10%	185 14% bcd	131 10% d	75 8%	69 7%	315 13% f	159 22% aef	422 20% aef	74 32% abcef	445 14% f	15 1%
BBC Own It site	181 4%	156 4%	11 3%	9 4%	6 4%	99 7% bcd	36 3%	25 3%	20 2%	148 6% f	74 10% aef	170 8% aef	51 22% abcef	173 5% f	7 1%
SUMMARY															
ANY OF THESE SITES/ APPS	2541 55%	2168 55%	180 52%	111 53%	82 58%	930 68% bcd	687 52% d	457 51% d	466 45%	1723 69% f	568 80% aef	2136 100% abdef	221 94% abef	2368 74% af	173 12%
NONE OF THESE	2066 45%	1743 45%	166 48%	97 47%	61 42%	433 32%	626 48% a	436 49% a	570 55% abc	761 31% bcde	141 20% cd	- -%	14 6% c	830 26% bcd	1236 88% abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 20

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
CBeebies site/ app	1013	654	336	735	278	136	493	501	512	527	315	763	208	42
	22%	57%	40%	47%	9%	36%	34%	33%	16%	26%	15%	29%	14%	9%
		bcd	d	bd		d	d	d		b		bc	c	
BBC Bitesize site/ app	986	268	291	418	568	203	524	540	447	864	84	730	223	33
	21%	23%	34%	27%	19%	53%	36%	36%	14%	43%	4%	28%	15%	7%
		d	acd	d		bcd	d	d		b		bc	c	
BBC News site/ app	740	198	209	299	441	137	486	494	246	545	170	609	108	23
	16%	17%	25%	19%	14%	36%	33%	33%	8%	27%	8%	23%	7%	5%
		d	acd	d		d	d	d		b		bc		
BBC Sport site/ app	656	145	174	235	421	116	380	387	269	438	187	497	130	29
	14%	13%	20%	15%	14%	30%	26%	26%	9%	22%	9%	19%	9%	6%
			acd			d	d	d		b		bc		
CBBC site	649	294	402	486	163	144	435	442	206	470	123	513	117	19
	14%	26%	47%	31%	5%	38%	30%	30%	7%	23%	6%	19%	8%	4%
		d	acd	ad		bcd	d	d		b		bc	c	
BBC Newsround site	460	138	177	225	235	381	397	429	31	362	78	352	94	14
	10%	12%	21%	14%	8%	100%	27%	29%	1%	18%	4%	13%	6%	3%
		d	acd	d		bcd	d	d		b		bc	c	
BBC Own It site	181	77	78	111	70	69	160	163	18	146	26	156	22	3
	4%	7%	9%	7%	2%	18%	11%	11%	1%	7%	1%	6%	1%	1%
		d	d	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE SITES/ APPS	2541	844	683	1174	1367	381	1269	1301	1240	1600	700	1836	589	116
	55%	74%	80%	75%	45%	100%	87%	87%	40%	79%	33%	70%	39%	24%
		d	acd	d		bcd	d	d		b		bc	c	
NONE OF THESE	2066	301	169	385	1681	-	198	198	1868	415	1391	798	905	363
	45%	26%	20%	25%	55%	-%	13%	13%	60%	21%	67%	30%	61%	76%
		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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 20

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
CBeebies site/ app	1013	688	182	143	721	280	235	711
	22%	31%	11%	20%	20%	29%	23%	21%
		bc		b		a		
BBC Bitesize site/ app	986	667	179	140	743	233	267	657
	21%	30%	11%	19%	21%	24%	27%	20%
		bc		b		a	b	
BBC News site/ app	740	574	87	79	493	235	162	522
	16%	26%	5%	11%	14%	25%	16%	16%
		bc		b		a		
BBC Sport site/ app	656	469	124	64	496	156	115	514
	14%	21%	7%	9%	14%	16%	11%	15%
		bc						a
CBBC site	649	492	95	61	455	183	185	416
	14%	22%	6%	8%	13%	19%	18%	13%
		bc		b		a	b	
BBC Newsround site	460	324	65	72	338	120	133	303
	10%	15%	4%	10%	9%	13%	13%	9%
		bc		b		a	b	
BBC Own It site	181	152	17	12	126	53	51	117
	4%	7%	1%	2%	4%	6%	5%	4%
		bc				a	b	
SUMMARY								
ANY OF THESE SITES/ APPS	2541	1680	512	348	1887	622	592	1791
	55%	76%	31%	47%	52%	65%	59%	54%
		bc		b		a	b	
NONE OF THESE	2066	539	1142	385	1714	333	409	1535
	45%	24%	69%	53%	48%	35%	41%	46%
			ac	a	b			a

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 21

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Most days	599	182	228	190	306	294	95	86	116	111	94	96	36	352	212
	13%	11%	17%	11%	13%	13%	12%	11%	17%	17%	11%	12%	9%	15%	11%
			ac						abef	abef				ac	
Weekly	867	243	322	302	460	408	123	120	172	150	164	138	49	492	326
	19%	15%	24%	18%	19%	18%	15%	15%	25%	23%	19%	17%	12%	21%	18%
			ac						abef	abf				ac	a
Less often	1030	265	313	452	535	494	141	124	156	156	237	214	58	452	520
	22%	17%	23%	27%	23%	22%	17%	16%	22%	24%	28%	27%	14%	19%	28%
			a	ab					ab	ab	abc	ab		a	ab
Never	1994	855	448	692	998	996	429	426	225	223	344	347	255	979	760
	43%	54%	33%	42%	42%	44%	53%	55%	32%	34%	40%	43%	62%	42%	41%
		bc		b			cdef	cdef			cd	cd	bc		
Don't know	116	46	45	25	67	49	28	19	26	19	13	12	14	74	28
	3%	3%	3%	1%	3%	2%	3%	2%	4%	3%	2%	1%	3%	3%	2%
		c	c				ef		ef				c	c	
SUMMARY															
WATCH WEEKLY	1467	425	550	492	765	701	219	206	289	261	258	234	85	844	538
	32%	27%	41%	30%	32%	31%	27%	27%	41%	40%	30%	29%	21%	36%	29%
			ac						abef	abef				ac	a
EVER WATCHES	2496	690	863	944	1301	1196	360	330	445	417	496	448	142	1296	1058
	54%	43%	64%	57%	55%	53%	44%	43%	64%	63%	58%	56%	35%	55%	57%
			ac	a					abef	abf	ab	ab		a	a
DOES NOT WATCH	2111	901	493	717	1065	1046	456	445	251	242	357	359	270	1052	788
	46%	57%	36%	43%	45%	47%	56%	57%	36%	37%	42%	44%	65%	45%	43%
		bc		b			cdef	cdef			c	cd	bc		
SUMMARY FOR WEEKLY USE															
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	348	75	157	117	159	190	33	42	67	90	59	58	10	210	129
	8%	5%	12%	7%	7%	8%	4%	5%	10%	14%	7%	7%	2%	9%	7%
			ac	a		a			ab	abcef	a	a		ac	a

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

Prepared by Critical Research : 0203 643 9043

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 21

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	32 1%	3 *%	14 1% a	15 1% a	16 1%	16 1%	2 *%	1 *%	10 1% ab	4 1%	4 *%	11 1% ab	1 *%	14 1%	17 1%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1118 24%	350 22%	393 29% ac	375 23%	607 26% b	511 23%	186 23%	164 21%	222 32% abdef	171 26% b	199 23%	176 22%	75 18%	635 27% ac	409 22%
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3108 67%	1163 73% bc	792 58%	1153 69% b	1584 67%	1524 68%	596 73% cd	568 73% cd	398 57%	394 60%	591 69% cd	562 70% cd	326 79% bc	1490 63%	1291 70% b
SUMMARY FOR EVER USE															
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	453 10%	87 5%	206 15% ac	160 10% a	207 9%	246 11% a	40 5%	47 6%	92 13% abe	114 17% abcef	75 9% a	85 10% ab	11 3%	264 11% a	178 10% a
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	7 *%	- -%	2 *%	5 *% a	1 *%	6 *% a	- -%	- -%	1 *%	1 *%	- -%	5 1% abe	- -%	2 *%	5 *%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2043 44%	603 38%	656 48% a	784 47% a	1093 46% b	950 42%	319 39%	283 37%	353 51% abf	303 46% ab	420 49% ab	363 45% ab	131 32%	1032 44% a	880 48% ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	Total	CHILD'S AGE			GENDER OF CHILD		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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2104	901	492	711	1064	1039	456	445	251	241	357	354	270	1051	783
	46%	57%	36%	43%	45%	46%	56%	57%	36%	37%	42%	44%	65%	45%	42%
		bc		b			cdef	cdef			c	cd	bc		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 21

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Most days	599	513	39	26	22	290	131	93	85	431	180	501	84	556	43
	13%	13%	11%	12%	15%	21%	10%	10%	8%	17%	25%	23%	36%	17%	3%
						bcd				f	aef	aef	abcef	f	
Weekly	867	740	66	38	22	336	242	150	139	570	208	683	86	777	90
	19%	19%	19%	18%	15%	25%	18%	17%	13%	23%	29%	32%	37%	24%	6%
						bcd	d			f	aef	aef	aef	f	
Less often	1030	877	72	49	31	296	320	205	209	584	152	494	42	774	255
	22%	22%	21%	24%	22%	22%	24%	23%	20%	24%	21%	23%	18%	24%	18%
							d			f		f		f	
Never	1994	1679	162	88	65	419	587	423	566	842	167	427	23	1026	969
	43%	43%	47%	43%	45%	31%	45%	47%	55%	34%	24%	20%	10%	32%	69%
							a	a	abc	bcd	d	d		bcd	abcde
Don't know	116	102	5	6	3	24	33	23	37	57	2	31	*	65	51
	3%	3%	2%	3%	2%	2%	3%	3%	4%	2%	2%	1%	2%	2%	4%
									a	b		b		b	abcde
SUMMARY															
WATCH WEEKLY	1467	1253	106	64	44	626	373	243	225	1001	388	1184	170	1333	133
	32%	32%	31%	31%	31%	46%	28%	27%	22%	40%	55%	55%	72%	42%	9%
						bcd	d	d		f	aef	aef	abcef	f	
EVER WATCHES	2496	2130	178	113	75	922	693	448	434	1585	540	1677	212	2108	389
	54%	54%	52%	54%	53%	68%	53%	50%	42%	64%	76%	79%	90%	66%	28%
						bcd	d	d		f	aef	aef	abcef	f	
DOES NOT WATCH	2111	1781	168	94	68	442	620	446	603	899	169	459	23	1091	1020
	46%	46%	48%	46%	47%	32%	47%	50%	58%	36%	24%	21%	10%	34%	72%
							a	a	abc	bcd	d	d		bcd	abcde
SUMMARY FOR WEEKLY USE															
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	348	302	23	14	9	152	97	54	45	246	133	348	62	348	-
	8%	8%	7%	7%	7%	11%	7%	6%	4%	10%	19%	16%	27%	11%	-%
						bcd	d			f	aef	aef	abcef	f	

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

Prepared by Critical Research : 0203 643 9043

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 21

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	32 1%	26 1%	4 1%	1 *%	1 1%	11 1%	10 1%	6 1%	6 1%	15 1% f	6 1% f	32 2% af	3 1% f	32 1% f	- -%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1118 24%	951 24%	83 24%	50 24%	34 24%	473 35% bcd	276 21%	189 21% d	180 17%	755 30% f	255 36% aef	835 39% aef	108 46% abef	985 31% f	133 9%
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3108 67%	2632 67%	236 68%	143 69%	98 68%	727 53%	930 71% a	645 72% a	805 78% abc	1468 59% bcd	316 45% d	920 43% d	62 26%	1833 57% bcd	1275 91% abcde
SUMMARY FOR EVER USE															
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	453 10%	384 10%	38 11%	19 9%	13 9%	183 13% bcd	129 10% d	74 8%	67 6%	313 13% f	159 22% aef	416 19% aef	74 32% abcef	438 14% f	15 1%
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	7 *%	3 *%	3 1% ac	- -%	1 *%	2 *%	2 *%	1 *%	2 *%	2 *%	- -%	6 *%	- -%	6 *%	1 *%
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2043 44%	1746 45%	140 41%	95 46%	62 43%	739 54% bcd	564 43% d	374 42% d	367 35%	1272 51% f	381 54% f	1261 59% abef	138 59% f	1669 52% f	374 27%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2104	1778	164	94	67	440	618	445	601	897	169	453	23	1084	1019
	46%	45%	48%	46%	47%	32%	47%	50%	58%	36%	24%	21%	10%	34%	72%
							a	a	abc	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 21

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Most days	599	219	240	327	273	173	599	599	-	433	120	494	88	18
	13%	19%	28%	21%	9%	46%	41%	40%	-%	21%	6%	19%	6%	4%
		d	acd	d		d	d	d		b		bc		
Weekly	867	241	253	373	494	175	867	867	-	576	226	659	179	29
	19%	21%	30%	24%	16%	46%	59%	58%	-%	29%	11%	25%	12%	6%
		d	acd	d		d	ad	ad		b		bc	c	
Less often	1030	220	205	332	698	27	-	27	1002	523	414	644	330	56
	22%	19%	24%	21%	23%	7%	-%	2%	32%	26%	20%	24%	22%	12%
			a		a	bc		b	abc	b		c	c	
Never	1994	430	147	489	1505	4	-	4	1991	460	1270	793	840	361
	43%	38%	17%	31%	49%	1%	-%	1%	64%	23%	61%	30%	56%	75%
		bc		b	abc	b			abc		a		a	ab
Don't know	116	34	6	38	78	1	-	1	115	23	61	44	57	15
	3%	3%	1%	2%	3%	1%	-%	1%	4%	1%	3%	2%	4%	3%
		b		b	b	b			abc		a		a	
SUMMARY														
WATCH WEEKLY	1467	460	493	700	767	348	1467	1467	-	1009	346	1153	267	47
	32%	40%	58%	45%	25%	91%	100%	98%	-%	50%	17%	44%	18%	10%
		d	acd	ad		d	acd	ad		b		bc	c	
EVER WATCHES	2496	680	699	1032	1465	376	1467	1494	1002	1533	761	1796	597	103
	54%	59%	82%	66%	48%	99%	100%	100%	32%	76%	36%	68%	40%	21%
		d	acd	ad		d	acd	ad		b		bc	c	
DOES NOT WATCH	2111	464	153	527	1584	5	-	5	2106	483	1331	838	897	376
	46%	41%	18%	34%	52%	1%	-%	1%	68%	24%	64%	32%	60%	79%
		bc		b	abc	bc		b	abc		a		a	ab

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 21

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
SUMMARY FOR WEEKLY USE														
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	348	112	146	182	166	348	348	348	-	273	61	285	56	8
	8%	10%	17%	12%	5%	91%	24%	23%	-%	14%	3%	11%	4%	2%
		d	acd	d		bcd	d	d		b		bc	c	
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	32	6	4	8	24	32	-	32	-	25	3	18	12	2
	1%	1%	1%	1%	1%	9%	-%	2%	-%	1%	*%	1%	1%	1%
						bcd		bd		b				
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1118	348	348	517	601	-	1118	1118	-	736	286	868	211	39
	24%	30%	41%	33%	20%	-%	76%	75%	-%	37%	14%	33%	14%	8%
		d	acd	d			ad	ad		b		bc	c	
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3108	678	354	851	2257	-	-	-	3108	981	1742	1464	1214	430
	67%	59%	42%	55%	74%	-%	-%	-%	100%	49%	83%	56%	81%	90%
		bc		b	abc				abc		a		a	ab
SUMMARY FOR EVER USE														
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	453	138	177	225	228	376	397	424	29	356	77	350	90	13
	10%	12%	21%	14%	7%	99%	27%	28%	1%	18%	4%	13%	6%	3%
		d	acd	d		bcd	d	d		b		bc	c	
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	7	-	-	-	7	5	-	5	2	6	1	2	3	1
	*%	-%	-%	-%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%
						bcd		b						

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 21

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2043	542	521	806	1237	-	1070	1070	973	1177	683	1447	507	90
	44%	47%	61%	52%	41%	-%	73%	71%	31%	58%	33%	55%	34%	19%
		d	acd	ad			ad	ad	a	b		bc	c	
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2104	464	153	527	1577	-	-	-	2104	477	1330	835	894	375
	46%	41%	18%	34%	52%	-%	-%	-%	68%	24%	64%	32%	60%	78%
		bc		b	abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Most days	599	472	75	52	423	170	168	391
	13%	21%	5%	7%	12%	18%	17%	12%
		bc		b		a	b	
Weekly	867	592	164	112	618	244	197	607
	19%	27%	10%	15%	17%	26%	20%	18%
		bc		b		a		
Less often	1030	537	307	186	764	252	211	755
	22%	24%	19%	25%	21%	26%	21%	23%
		b		b		a		
Never	1994	592	1059	343	1710	263	399	1496
	43%	27%	64%	47%	47%	28%	40%	45%
			ac	a	b			a
Don't know	116	27	49	40	87	27	26	76
	3%	1%	3%	6%	2%	3%	3%	2%
			a	ab				
SUMMARY								
WATCH WEEKLY	1467	1064	238	164	1041	413	364	998
	32%	48%	14%	22%	29%	43%	36%	30%
		bc		b		a	b	
EVER WATCHES	2496	1601	546	350	1804	665	576	1754
	54%	72%	33%	48%	50%	70%	58%	53%
		bc		b		a	b	
DOES NOT WATCH	2111	619	1108	384	1797	290	425	1572
	46%	28%	67%	52%	50%	30%	42%	47%
			ac	a	b			a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
SUMMARY FOR WEEKLY USE								
USES NEWSROUND SITE WEEKLY AND WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY	348	260	46	43	246	99	103	228
	8%	12%	3%	6%	7%	10%	10%	7%
		bc		b		a	b	
USES NEWSROUND SITE WEEKLY BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	32	15	8	9	26	7	9	20
	1%	1%	*%	1%	1%	1%	1%	1%
WATCHES NEWSROUND ON CBBC/ IPLAYER WEEKLY BUT DOES NOT USE NEWSROUND SITE WEEKLY	1118	804	192	121	794	314	261	771
	24%	36%	12%	17%	22%	33%	26%	23%
		bc		b		a		
DOES NOT USE NEWSROUND SITE WEEKLY AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER WEEKLY	3108	1140	1408	560	2535	535	627	2308
	67%	51%	85%	76%	70%	56%	63%	69%
			ac	a	b			a
SUMMARY FOR EVER USE								
EVER USES NEWSROUND SITE AND EVER WATCHES NEWSROUND ON CBBC/ IPLAYER	453	323	63	67	331	119	129	300
	10%	15%	4%	9%	9%	12%	13%	9%
		bc		b		a	b	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
EVER USES NEWSROUND SITE BUT DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	7	*	2	4	6	1	4	3
	*%	*%	*%	1%	*%	*%	*%	*%
				a			b	
EVER WATCHES NEWSROUND ON CBBC/ IPLAYER BUT DOES NOT USE NEWSROUND SITE	2043	1277	483	283	1473	546	447	1454
	44%	58%	29%	39%	41%	57%	45%	44%
		bc		b		a		
DOES NOT USE NEWSROUND SITE AND DOES NOT WATCH NEWSROUND ON CBBC/ IPLAYER	2104	619	1106	379	1790	289	421	1569
	46%	28%	67%	52%	50%	30%	42%	47%
			ac	a	b			a

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 22

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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'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	372	-	225	147	159	213	-	-	95	130	64	83	-	207	165
Effective Weighted Sample	290	-	177	115	121	171	-	-	74	104	48	68	-	162	130
Total	366	-	206	160	167	199	-	-	92	114	75	85	-	188	178
Newsround website	127	-	67	61	66	62	-	-	33	34	33	28	-	61	66
	35%	-%	32%	38%	39%	31%	-%	-%	35%	30%	44%	33%	-%	33%	37%
Newsround TV programme	170	-	98	72	75	96	-	-	41	57	33	39	-	91	79
	47%	-%	48%	45%	45%	48%	-%	-%	45%	50%	44%	46%	-%	48%	45%
No difference	58	-	30	27	24	34	-	-	15	16	9	18	-	27	30
	16%	-%	15%	17%	14%	17%	-%	-%	16%	14%	12%	21%	-%	15%	17%
Don't know	11	-	11	-	3	8	-	-	3	8	-	-	-	8	2
	3%	-%	5%	-%	2%	4%	-%	-%	3%	7%	-%	-%	-%	4%	1%
			c							f					

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 22

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	372	254	56	40	22	150	77	89	56	257	133	337	64	361	11
Effective Weighted Sample	290	225	53	39	21	124	63	74	49	201	108	261	53	280	10
Total	366	314	31	14	8	136	111	62	57	249	134	334	60	354	12
Newsround website	127	112	8	4	3	56	25	22	23	86	61	119	27	126	1
	35%	36%	27%	31%	33%	41%	23%	36%	41%	35%	46%	36%	45%	36%	12%
						b			b						
Newsround TV programme	170	143	17	6	5	61	60	28	21	119	52	152	21	162	8
	47%	46%	57%	41%	56%	45%	55%	45%	37%	48%	39%	45%	35%	46%	69%
No difference	58	48	5	4	1	15	21	12	9	38	20	54	12	56	1
	16%	15%	16%	28%	10%	11%	19%	19%	16%	15%	15%	16%	20%	16%	10%
				a											
Don't know	11	11	-	-	-	4	4	-	4	6	1	9	-	10	1
	3%	3%	-%	-%	-%	3%	3%	-%	6%	2%	1%	3%	-%	3%	9%
						c			c						

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 22

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	106	147	181	191	300	325	350	22	306	60	291	70	11
Effective Weighted Sample	290	85	118	145	146	234	253	272	18	239	46	226	56	8
Total	366	101	136	172	194	298	316	341	25	304	56	285	72	10
Newsround website	127	41	56	66	61	105	118	120	7	107	20	105	19	3
	35%	41%	42%	39%	31%	35%	37%	35%	28%	35%	35%	37%	27%	35%
Newsround TV programme	170	47	63	82	88	137	144	159	12	143	24	133	33	4
	47%	47%	46%	48%	46%	46%	46%	47%	46%	47%	43%	47%	46%	42%
No difference	58	10	15	20	38	48	49	53	4	50	8	42	14	2
	16%	10%	11%	12%	19%	16%	15%	16%	17%	16%	14%	15%	19%	23%
Don't know	11	2	2	4	7	9	5	9	2	4	5	5	6	-
	3%	2%	1%	2%	4%	3%	2%	2%	9%	1%	8%	2%	8%	-%
											a		a	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	372	270	50	52	282	88	94	250
Effective Weighted Sample	290	211	38	42	217	71	77	192
Total	366	260	46	60	271	92	102	242
Newsround website	127	98	14	15	91	33	40	75
	35%	38%	31%	25%	34%	36%	39%	31%
Newsround TV programme	170	124	23	24	127	43	42	121
	47%	48%	49%	40%	47%	47%	41%	50%
No difference	58	36	7	15	45	12	18	39
	16%	14%	14%	25%	17%	14%	17%	16%
Don't know	11	3	2	5	8	3	3	6
	3%	1%	5%	9%	3%	3%	2%	3%
				a				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 23

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Spotify	2026	465	585	976	966	1060	205	259	289	296	472	504	103	854	1070
	44%	29%	43%	59%	41%	47%	25%	33%	41%	45%	55%	62%	25%	36%	58%
			a	ab		a		a	ab	ab	abcd	abcde		a	ab
YouTube Music	1634	477	503	654	811	823	222	255	252	251	337	316	124	800	710
	35%	30%	37%	39%	34%	37%	27%	33%	36%	38%	40%	39%	30%	34%	38%
			a	a				a	a	a	ab	ab			ab
Amazon Music	894	246	283	366	453	441	134	112	136	146	183	183	45	434	415
	19%	15%	21%	22%	19%	20%	16%	14%	20%	22%	21%	23%	11%	18%	22%
			a	a					b	ab	ab	ab		a	ab
Apple Music or Apple Podcasts	625	170	189	266	296	329	75	95	98	90	122	144	42	287	296
	14%	11%	14%	16%	13%	15%	9%	12%	14%	14%	14%	18%	10%	12%	16%
			a	a					a	a	a	abd			ab
SoundCloud	319	83	79	157	181	138	41	41	45	34	95	62	17	133	169
	7%	5%	6%	9%	8%	6%	5%	5%	6%	5%	11%	8%	4%	6%	9%
				ab							abcdf				ab
Google Podcasts	315	73	100	142	166	149	40	33	53	47	73	69	14	147	155
	7%	5%	7%	9%	7%	7%	5%	4%	8%	7%	9%	9%	3%	6%	8%
			a	a					ab	b	ab	ab		a	ab
BBC Sounds	235	61	66	109	119	117	30	31	38	28	51	58	14	104	117
	5%	4%	5%	7%	5%	5%	4%	4%	5%	4%	6%	7%	3%	4%	6%
				a								abd			ab
Deezer	156	35	48	73	69	87	20	15	18	30	32	41	8	67	81
	3%	2%	4%	4%	3%	4%	2%	2%	3%	5%	4%	5%	2%	3%	4%
			a	a						ab		abc			ab
GlobalPlayer	112	36	39	37	55	57	20	16	18	21	17	20	9	64	40
	2%	2%	3%	2%	2%	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%
RadioPlayer	104	35	33	35	60	44	24	11	17	16	19	17	3	63	38
	2%	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%	2%	1%	3%	2%
														a	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Tidal	80	22	26	33	42	38	13	8	15	11	14	19	4	40	36
	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3474	962	1045	1468	1704	1770	456	506	521	523	727	741	227	1622	1626
	75%	60%	77%	88%	72%	79%	56%	65%	75%	79%	85%	92%	55%	69%	88%
		a	a	ab	a	a	a	a	ab	ab	abcd	abcde		a	ab
NONE OF THESE	1133	629	311	192	661	471	360	269	175	136	126	66	185	727	220
	25%	40%	23%	12%	28%	21%	44%	35%	25%	21%	15%	8%	45%	31%	12%
		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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 23

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Spotify	2026	1699	170	93	64	680	596	377	373	1120	413	1082	128	1492	534
	44%	43%	49%	45%	45%	50%	45%	42%	36%	45%	58%	51%	54%	47%	38%
			a			cd	d	d		f	acef	aef	aef	f	
YouTube Music	1634	1389	120	71	53	544	424	312	354	947	357	984	133	1249	384
	35%	36%	35%	34%	37%	40%	32%	35%	34%	38%	50%	46%	56%	39%	27%
						bcd				f	aef	aef	acef	f	
Amazon Music	894	762	57	45	30	324	251	171	148	567	238	536	107	728	166
	19%	19%	17%	22%	21%	24%	19%	19%	14%	23%	34%	25%	45%	23%	12%
				b		bcd	d	d		f	acef	f	abcef	f	
Apple Music or Apple Podcasts	625	542	38	30	15	239	185	115	86	377	179	406	85	512	113
	14%	14%	11%	14%	11%	18%	14%	13%	8%	15%	25%	19%	36%	16%	8%
						bcd	d	d		f	acef	aef	abcef	f	
SoundCloud	319	269	23	13	14	155	58	59	47	223	118	242	65	276	44
	7%	7%	7%	6%	9%	11%	4%	7%	5%	9%	17%	11%	27%	9%	3%
						bcd		b		f	acef	aef	abcef	f	
Google Podcasts	315	279	18	11	8	150	76	46	43	227	120	265	63	283	33
	7%	7%	5%	5%	5%	11%	6%	5%	4%	9%	17%	12%	27%	9%	2%
						bcd				f	acef	aef	abcef	f	
BBC Sounds	235	206	11	12	6	118	63	35	20	202	134	210	235	235	-
	5%	5%	3%	6%	4%	9%	5%	4%	2%	8%	19%	10%	100%	7%	-%
		b		b		bcd	d	d		f	acef	ef	abcef	f	
Deezer	156	138	7	7	3	81	35	28	12	114	69	123	41	141	15
	3%	4%	2%	4%	2%	6%	3%	3%	1%	5%	10%	6%	18%	4%	1%
						bcd	d	d		f	acef	ef	abcef	f	
GlobalPlayer	112	97	6	6	3	55	31	16	10	93	51	85	41	102	11
	2%	2%	2%	3%	2%	4%	2%	2%	1%	4%	7%	4%	17%	3%	1%
						bcd	d			f	acef	f	abcef	f	
RadioPlayer	104	93	3	6	2	55	23	17	9	85	49	98	40	102	2
	2%	2%	1%	3%	1%	4%	2%	2%	1%	3%	7%	5%	17%	3%	2%
		b		b		bcd				f	acef	ef	abcef	f	2%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 23

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES 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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Tidal	80	68	7	3	1	43	10	17	10	64	35	70	28	75	5
	2%	2%	2%	2%	1%	3%	1%	2%	1%	3%	5%	3%	12%	2%	*%
						bd				f	aef	f	abcef	f	
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3474	2936	266	159	113	1108	1001	662	704	1927	653	1850	235	2552	922
	75%	75%	77%	77%	79%	81%	76%	74%	68%	78%	92%	87%	100%	80%	65%
						bcd	d	d		f	acef	aef	abcef	f	
NONE OF THESE	1133	974	80	48	30	256	312	232	333	557	56	286	-	646	486
	25%	25%	23%	23%	21%	19%	24%	26%	32%	22%	8%	13%	-%	20%	35%
							a	a	abc	bcd	d	bd		bcd	abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 23

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST 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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Spotify	2026	459	419	671	1355	225	714	733	1293	1085	804	1256	587	183
	44%	40%	49%	43%	44%	59%	49%	49%	42%	54%	38%	48%	39%	38%
			acd		a	bcd	d	d		b		bc		
YouTube Music	1634	457	377	637	997	195	688	692	942	859	600	1041	445	148
	35%	40%	44%	41%	33%	51%	47%	46%	30%	43%	29%	40%	30%	31%
		d	d	d		d	d	d		b		bc		
Amazon Music	894	258	217	357	538	122	390	396	499	502	333	620	214	60
	19%	23%	26%	23%	18%	32%	27%	26%	16%	25%	16%	24%	14%	12%
		d	d	d		d	d	d		b		bc		
Apple Music or Apple Podcasts	625	191	162	255	370	94	316	322	303	355	212	432	155	38
	14%	17%	19%	16%	12%	25%	22%	21%	10%	18%	10%	16%	10%	8%
		d	d	d		d	d	d		b		bc		
SoundCloud	319	102	105	153	166	76	207	210	110	236	58	246	68	5
	7%	9%	12%	10%	5%	20%	14%	14%	4%	12%	3%	9%	5%	1%
		d	ad	d		bcd	d	d		b		bc	c	
Google Podcasts	315	116	116	165	150	80	229	229	86	224	75	254	46	15
	7%	10%	14%	11%	5%	21%	16%	15%	3%	11%	4%	10%	3%	3%
		d	acd	d		bcd	d	d		b		bc		
BBC Sounds	235	103	109	144	91	65	170	173	62	183	37	206	27	2
	5%	9%	13%	9%	3%	17%	12%	12%	2%	9%	2%	8%	2%	0%
		d	acd	d		bcd	d	d		b		bc		
Deezer	156	62	61	86	70	47	115	115	40	116	31	123	26	7
	3%	5%	7%	5%	2%	12%	8%	8%	1%	6%	1%	5%	2%	1%
		d	d	d		bcd	d	d		b		bc		
GlobalPlayer	112	47	46	61	51	44	80	82	30	81	23	89	20	3
	2%	4%	5%	4%	2%	11%	5%	5%	1%	4%	1%	3%	1%	1%
		d	d	d		bcd	d	d		b		bc		
RadioPlayer	104	54	42	65	39	43	91	91	12	84	17	97	7	-
	2%	5%	5%	4%	1%	11%	6%	6%	0%	4%	1%	4%	0%	0%
		d	d	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 23

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING SERVICES USED AT LEAST 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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Tidal	80	34	35	42	38	37	69	70	10	66	10	69	10	1
	2%	3%	4%	3%	1%	10%	5%	5%	*%	3%	*%	3%	1%	*%
		d	d	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE AUDIO STREAMING SERVICES	3474	826	695	1177	2297	349	1276	1299	2175	1757	1408	2107	1047	321
	75%	72%	82%	76%	75%	92%	87%	87%	70%	87%	67%	80%	70%	67%
			acd			bcd	d	d		b		bc		
NONE OF THESE	1133	318	156	382	751	31	191	200	933	258	684	528	447	158
	25%	28%	18%	24%	25%	8%	13%	13%	30%	13%	33%	20%	30%	33%
		b		b	b		a	a	abc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q12AA-Q12AK. SUMMARY OF AUDIO STREAMING 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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Spotify	2026	1078	663	285	1608	405	465	1461
	44%	49%	40%	39%	45%	42%	46%	44%
		bc						
YouTube Music	1634	899	493	241	1176	437	387	1145
	35%	40%	30%	33%	33%	46%	39%	34%
		bc				a	b	
Amazon Music	894	556	222	116	718	170	211	638
	19%	25%	13%	16%	20%	18%	21%	19%
		bc						
Apple Music or Apple Podcasts	625	397	152	76	444	176	144	447
	14%	18%	9%	10%	12%	18%	14%	13%
		bc				a		
SoundCloud	319	227	57	35	210	106	80	208
	7%	10%	3%	5%	6%	11%	8%	6%
		bc				a		
Google Podcasts	315	245	45	26	202	110	73	221
	7%	11%	3%	4%	6%	12%	7%	7%
		bc				a		
BBC Sounds	235	198	20	17	169	65	54	175
	5%	9%	1%	2%	5%	7%	5%	5%
		bc				a		
Deezer	156	118	30	8	114	40	38	107
	3%	5%	2%	1%	3%	4%	4%	3%
		bc						
GlobalPlayer	112	81	23	8	84	27	34	69
	2%	4%	1%	1%	2%	3%	3%	2%
		bc					b	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
RadioPlayer	104	91	11	2	73	31	25	70
	2%	4%	1%	*%	2%	3%	3%	2%
		bc				a		
Tidal	80	65	8	7	61	19	28	47
	2%	3%	*%	1%	2%	2%	3%	1%
		bc				b		
SUMMARY								
ANY OF THESE AUDIO STREAMING SERVICES	3474	1833	1139	502	2715	724	804	2464
	75%	83%	69%	68%	75%	76%	80%	74%
		bc					b	
NONE OF THESE	1133	387	514	231	886	231	197	862
	25%	17%	31%	32%	25%	24%	20%	26%
			a	a				a

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 24

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Spotify	2203 48%	524 33%	639 47%	1040 63%	1062 45%	1141 51%	241 30%	283 37%	316 45%	323 49%	505 59%	535 66%	118 29%	943 40%	1141 62%
			a	ab		a		a	ab	ab	abcd	abcde		a	ab
YouTube Music	1772 38%	532 33%	543 40%	697 42%	876 37%	896 40%	249 31%	283 37%	273 39%	270 41%	354 41%	343 43%	136 33%	872 37%	764 41%
			a	a				a	a	a	a	ab			ab
Amazon Music	1037 23%	285 18%	330 24%	422 25%	527 22%	510 23%	152 19%	133 17%	156 22%	174 26%	219 26%	204 25%	54 13%	503 21%	480 26%
			a	a					b	ab	ab	ab		a	ab
Apple Music or Apple Podcasts	733 16%	212 13%	218 16%	303 18%	357 15%	376 17%	99 12%	112 14%	112 16%	106 16%	146 17%	157 19%	48 12%	346 15%	339 18%
				a						a	a	ab			ab
SoundCloud	406 9%	99 6%	96 7%	212 13%	236 10%	170 8%	55 7%	43 6%	54 8%	42 6%	127 15%	85 10%	23 6%	155 7%	228 12%
				ab	b						abcdf	abd			ab
Google Podcasts	367 8%	85 5%	113 8%	170 10%	196 8%	171 8%	46 6%	39 5%	57 8%	55 8%	93 11%	77 10%	16 4%	168 7%	183 10%
			a	a					b	b	ab	ab		a	ab
BBC Sounds	296 6%	76 5%	84 6%	136 8%	152 6%	144 6%	36 4%	39 5%	50 7%	34 5%	66 8%	70 9%	16 4%	134 6%	146 8%
				a			a		a		a	abd			ab
Deezer	183 4%	40 3%	56 4%	87 5%	86 4%	97 4%	25 3%	15 2%	23 3%	33 5%	38 4%	49 6%	9 2%	77 3%	97 5%
			a	a						b	b	abc			ab
GlobalPlayer	129 3%	41 3%	47 3%	41 2%	68 3%	62 3%	22 3%	19 2%	25 4%	22 3%	21 2%	20 3%	11 3%	72 3%	47 3%
RadioPlayer	121 3%	40 2%	40 3%	41 2%	67 3%	54 2%	26 3%	13 2%	20 3%	20 3%	21 2%	20 3%	5 1%	72 3%	44 2%
														a	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Tidal	106	33	30	43	59	48	17	16	19	11	22	21	4	52	50
	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	3%	1%	2%	3%
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3703	1080	1105	1518	1827	1876	516	563	554	551	757	761	257	1761	1685
	80%	68%	81%	91%	77%	84%	63%	73%	80%	84%	89%	94%	62%	75%	91%
			a	ab		a		a	ab	ab	abcd	abcde		a	ab
NONE OF THESE	904	511	251	142	539	366	300	211	143	108	96	46	155	588	161
	20%	32%	19%	9%	23%	16%	37%	27%	20%	16%	11%	6%	38%	25%	9%
		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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 24

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Spotify	2203 48%	1848 47%	185 54% ac	98 47%	71 50%	722 53% cd	642 49% d	411 46% d	428 41%	1211 49% f	438 62% acef	1147 54% aef	131 56% f	1601 50% f	601 43%
YouTube Music	1772 38%	1508 39%	130 38%	78 38%	56 39%	578 42% bcd	474 36%	339 38%	382 37%	1006 40% f	370 52% aef	1029 48% aef	134 57% acef	1324 41% f	448 32%
Amazon Music	1037 23%	886 23% b	64 18%	52 25% b	34 24%	360 26% cd	302 23% d	196 22% d	178 17%	643 26% f	271 38% acef	606 28% f	114 49% abcef	829 26% f	208 15%
Apple Music or Apple Podcasts	733 16%	636 16%	47 14%	33 16%	17 12%	280 21% cd	229 17% cd	123 14% d	100 10%	440 18% f	205 29% acef	472 22% aef	91 39% abcef	600 19% f	133 9%
SoundCloud	406 9%	350 9%	26 8%	15 7%	15 10%	186 14% bcd	86 7%	69 8%	66 6%	281 11% f	136 19% acef	297 14% aef	77 33% abcef	345 11% f	61 4%
Google Podcasts	367 8%	323 8%	22 6%	14 7%	9 6%	173 13% bcd	89 7%	56 6%	49 5%	262 11% f	139 20% acef	300 14% aef	74 31% abcef	326 10% f	41 3%
BBC Sounds	296 6%	260 7% b	15 4%	14 7%	8 5%	138 10% bcd	86 7% d	46 5% d	26 3%	252 10% f	153 22% acef	257 12% ef	235 100% abcef	294 9% f	2 **%
Deezer	183 4%	160 4%	10 3%	9 5%	4 3%	92 7% bcd	43 3% d	32 4% d	16 2%	135 5% f	78 11% acef	141 7% ef	48 21% abcef	163 5% f	20 1%
GlobalPlayer	129 3%	113 3%	7 2%	7 3%	3 2%	63 5% bcd	33 3%	20 2%	14 1%	109 4% f	60 9% acef	99 5% f	47 20% abcef	118 4% f	11 1%
RadioPlayer	121 3%	107 3%	5 2%	6 3%	3 2%	63 5% bcd	27 2%	18 2%	12 1%	97 4% f	56 8% acef	112 5% ef	42 18% abcef	116 4% f	5 **%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 24

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Tidal	106	91	9	5	2	55	20	20	11	85	36	90	34	98	8
	2%	2%	3%	2%	1%	4%	2%	2%	1%	3%	5%	4%	15%	3%	1%
						bcd		d		f	ef	f	abcef	f	
SUMMARY															
ANY OF THESE AUDIO STREAMING SERVICES	3703	3134	282	169	118	1168	1067	707	761	2029	673	1908	235	2673	1030
	80%	80%	82%	81%	83%	86%	81%	79%	73%	82%	95%	89%	100%	84%	73%
						bcd	d	d		f	acef	aef	abcef	f	
NONE OF THESE	904	777	64	39	25	196	246	187	276	455	36	228	-	525	379
	20%	20%	18%	19%	17%	14%	19%	21%	27%	18%	5%	11%	-%	16%	27%
							a	a	abc	bcd	d	bd		bcd	abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 24

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Spotify	2203	500	444	725	1477	240	761	781	1422	1162	883	1349	658	196
	48%	44%	52% ac	47%	48% a	63% bcd	52% d	52% d	46%	58% b	42%	51% bc	44%	41%
YouTube Music	1772	490	398	679	1093	201	726	730	1042	911	668	1109	498	165
	38%	43% d	47% d	44% d	36%	53% d	49% d	49% d	34%	45% b	32%	42% bc	33%	34%
Amazon Music	1037	292	243	407	630	135	442	448	589	585	379	704	260	72
	23%	26% d	29% d	26% d	21%	35% d	30% d	30% d	19%	29% b	18%	27% bc	17%	15%
Apple Music or Apple Podcasts	733	227	191	305	428	115	366	372	361	417	249	509	178	46
	16%	20% d	22% d	20% d	14%	30% d	25% d	25% d	12%	21% b	12%	19% bc	12%	10%
SoundCloud	406	131	125	191	215	89	245	249	157	291	82	300	94	12
	9%	11% d	15% d	12% d	7%	23% bcd	17% d	17% d	5%	14% b	4%	11% bc	6% c	3%
Google Podcasts	367	130	129	185	182	92	262	264	103	257	90	289	58	19
	8%	11% d	15% acd	12% d	6%	24% bcd	18% d	18% d	3%	13% b	4%	11% bc	4%	4%
BBC Sounds	296	118	124	167	129	75	204	208	88	225	53	256	38	2
	6%	10% d	15% acd	11% d	4%	20% bcd	14% d	14% d	3%	11% b	3%	10% bc	3% c	1%
Deezer	183	75	69	101	82	51	130	130	53	136	38	140	37	7
	4%	7% d	8% d	6% d	3%	13% bcd	9% d	9% d	2%	7% b	2%	5% bc	2%	1%
GlobalPlayer	129	55	54	72	57	47	94	96	33	96	24	104	22	3
	3%	5% d	6% d	5% d	2%	12% bcd	6% d	6% d	1%	5% b	1%	4% bc	1%	1%
RadioPlayer	121	58	52	76	45	46	104	104	17	96	21	108	12	1
	3%	5% d	6% d	5% d	1%	12% bcd	7% d	7% d	1%	5% b	1%	4% bc	1%	1%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 24

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Tidal	106	42	39	53	54	43	90	91	15	88	13	87	18	2
	2%	4%	5%	3%	2%	11%	6%	6%	*%	4%	1%	3%	1%	*%
		d	d	d		bcd	d	d		b		bc		
SUMMARY														
ANY OF THESE AUDIO STREAMING SERVICES	3703	886	727	1252	2451	358	1330	1356	2347	1834	1521	2222	1140	341
	80%	77%	85%	80%	80%	94%	91%	90%	76%	91%	73%	84%	76%	71%
			acd			d	d	d		b		bc	c	
NONE OF THESE	904	258	124	307	597	23	136	143	761	181	570	413	354	138
	20%	23%	15%	20%	20%	6%	9%	10%	24%	9%	27%	16%	24%	29%
		b		b	b				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Spotify	2203	1156	726	320	1752	436	517	1572
	48%	52%	44%	44%	49%	46%	52%	47%
		bc					b	
YouTube Music	1772	947	556	269	1282	468	428	1239
	38%	43%	34%	37%	36%	49%	43%	37%
		bc				a	b	
Amazon Music	1037	621	273	143	826	202	255	729
	23%	28%	17%	19%	23%	21%	26%	22%
		bc					b	
Apple Music or Apple Podcasts	733	466	180	86	516	211	167	523
	16%	21%	11%	12%	14%	22%	17%	16%
		bc				a		
SoundCloud	406	275	78	53	265	137	105	262
	9%	12%	5%	7%	7%	14%	10%	8%
		bc		b		a	b	
Google Podcasts	367	281	52	34	235	127	89	254
	8%	13%	3%	5%	7%	13%	9%	8%
		bc				a		
BBC Sounds	296	241	30	25	212	81	63	223
	6%	11%	2%	3%	6%	8%	6%	7%
		bc		b		a		
Deezer	183	135	39	9	130	52	44	128
	4%	6%	2%	1%	4%	5%	4%	4%
		bc				a		
GlobalPlayer	129	97	23	10	98	31	40	81
	3%	4%	1%	1%	3%	3%	4%	2%
		bc					b	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
RadioPlayer	121	104	14	4	85	36	32	78
	3%	5%	1%	1%	2%	4%	3%	2%
		bc				a		
Tidal	106	83	14	9	77	29	37	63
	2%	4%	1%	1%	2%	3%	4%	2%
		bc					b	
SUMMARY								
ANY OF THESE AUDIO STREAMING SERVICES	3703	1918	1238	547	2894	770	855	2632
	80%	86%	75%	75%	80%	81%	85%	79%
		bc					b	
NONE OF THESE	904	301	416	187	706	185	146	694
	20%	14%	25%	25%	20%	19%	15%	21%
			a	a				a

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 25

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
BBC IPLAYER OR BBC TV CHANNELS	2484	983	689	812	1286	1199	505	478	369	321	412	400	271	1309	904
	54%	62%	51%	49%	54%	53%	62%	62%	53%	49%	48%	50%	66%	56%	49%
		bc					cdef	cdef					bc	c	
BBC RADIO STATIONS	709	195	209	305	363	346	95	101	108	100	160	145	45	332	332
	15%	12%	15%	18%	15%	15%	12%	13%	16%	15%	19%	18%	11%	14%	18%
			a	a					a		ab	ab			ab
BBC APPS/ SITES	2136	658	661	816	1163	973	337	322	352	309	474	342	165	1073	898
	46%	41%	49%	49%	49%	43%	41%	42%	51%	47%	56%	42%	40%	46%	49%
			a	a	b				abf	a	abdf				a
BBC SOUNDS	235	61	66	109	119	117	30	31	38	28	51	58	14	104	117
	5%	4%	5%	7%	5%	5%	4%	4%	5%	4%	6%	7%	3%	4%	6%
				a								abd			ab
BBC RADIO OR BBC SOUNDS	810	225	231	354	418	392	112	113	122	109	184	170	53	374	384
	18%	14%	17%	21%	18%	18%	14%	15%	18%	17%	22%	21%	13%	16%	21%
			a	ab							abd	abd			ab
ANY BBC SERVICES	3198	1141	920	1138	1654	1545	580	560	480	440	593	544	301	1639	1258
	69%	72%	68%	69%	70%	69%	71%	72%	69%	67%	70%	67%	73%	70%	68%
		b						d							
NONE OF THESE	1409	450	436	522	712	697	236	215	216	219	260	263	111	710	588
	31%	28%	32%	31%	30%	31%	29%	28%	31%	33%	30%	33%	27%	30%	32%
			a							b					

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 25

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
BBC IPLAYER OR BBC TV CHANNELS	2484	2136	166	111	71	838	737	431	478	2484	522	1517	202	2484	-
	54%	55%	48%	54%	50%	61%	56%	48%	46%	100%	74%	71%	86%	78%	-%
		b				bcd	cd			bcd	f	f	bcef	bcf	
BBC RADIO STATIONS	709	596	53	36	24	306	191	120	92	522	709	496	134	709	-
	15%	15%	15%	17%	17%	22%	15%	13%	9%	21%	100%	23%	57%	22%	-%
						bcd	d	d		f	acdef	f	acef	f	
BBC APPS/ SITES	2136	1825	154	91	67	813	587	355	381	1517	496	2136	210	2136	-
	46%	47%	45%	44%	47%	60%	45%	40%	37%	61%	70%	100%	89%	67%	-%
						bcd	cd			f	af	abdef	abef	af	
BBC SOUNDS	235	206	11	12	6	118	63	35	20	202	134	210	235	235	-
	5%	5%	3%	6%	4%	9%	5%	4%	2%	8%	19%	10%	100%	7%	-%
		b		b		bcd	d	d		f	acef	ef	abcef	f	
BBC RADIO OR BBC SOUNDS	810	685	57	41	27	354	222	131	104	603	709	586	235	810	-
	18%	18%	17%	20%	19%	26%	17%	15%	10%	24%	100%	27%	100%	25%	-%
						bcd	d	d		f	acef	af	acef	f	
ANY BBC SERVICES	3198	2735	226	142	96	1058	940	581	619	2484	709	2136	235	3198	-
	69%	70%	65%	69%	67%	78%	72%	65%	60%	100%	100%	100%	100%	100%	-%
		b				bcd	cd	d		f	f	f	f	f	
NONE OF THESE	1409	1176	120	65	47	306	373	312	418	-	-	-	-	-	1409
	31%	30%	35%	31%	33%	22%	28%	35%	40%	-%	-%	-%	-%	-%	100%
			a				a	ab	abc						abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 25

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
BBC IPLAYER OR BBC TV CHANNELS	2484	1144	851	1559	926	261	1001	1016	1468	1214	978	1821	550	113
	54%	100%	100%	100%	30%	69%	68%	68%	47%	60%	47%	69%	37%	24%
		d	d	d		d	d	d		b		bc	c	
BBC RADIO STATIONS	709	231	230	331	378	138	388	393	316	460	201	573	124	13
	15%	20%	27%	21%	12%	36%	26%	26%	10%	23%	10%	22%	8%	3%
		d	acd	d		bcd	d	d		b		bc	c	
BBC APPS/ SITES	2136	723	623	1032	1104	381	1184	1216	920	1384	560	1594	456	87
	46%	63%	73%	66%	36%	100%	81%	81%	30%	69%	27%	61%	31%	18%
		d	acd	d		bcd	d	d		b		bc	c	
BBC SOUNDS	235	103	109	144	91	65	170	173	62	183	37	206	27	2
	5%	9%	13%	9%	3%	17%	12%	12%	2%	9%	2%	8%	2%	0%
		d	acd	d		bcd	d	d		b		bc		
BBC RADIO OR BBC SOUNDS	810	273	270	390	421	156	460	467	344	533	219	655	140	15
	18%	24%	32%	25%	14%	41%	31%	31%	11%	26%	10%	25%	9%	3%
		d	acd	d		bcd	d	d		b		bc	c	
ANY BBC SERVICES	3198	1144	851	1559	1640	381	1333	1366	1833	1650	1211	2265	770	163
	69%	100%	100%	100%	54%	100%	91%	91%	59%	82%	58%	86%	52%	34%
		d	d	d		bcd	d	d		b		bc	c	
NONE OF THESE	1409	-	-	-	1409	-	133	133	1275	365	880	369	724	316
	31%	0%	0%	0%	46%	0%	9%	9%	41%	18%	42%	14%	48%	66%
					abc		a	a	abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
BBC IPLAYER OR BBC TV CHANNELS	2484	1569	522	393	1916	545	513	1826
	54%	71%	32%	54%	53%	57%	51%	55%
		bc		b				
BBC RADIO STATIONS	709	518	113	78	536	167	165	510
	15%	23%	7%	11%	15%	17%	16%	15%
		bc		b				
BBC APPS/ SITES	2136	1473	387	276	1553	555	489	1512
	46%	66%	23%	38%	43%	58%	49%	45%
		bc		b		a		
BBC SOUNDS	235	198	20	17	169	65	54	175
	5%	9%	1%	2%	5%	7%	5%	5%
		bc				a		
BBC RADIO OR BBC SOUNDS	810	602	125	83	605	198	187	585
	18%	27%	8%	11%	17%	21%	19%	18%
		bc		b		a		
ANY BBC SERVICES	3198	1954	745	499	2447	717	683	2319
	69%	88%	45%	68%	68%	75%	68%	70%
		bc		b		a		
NONE OF THESE	1409	266	908	234	1154	238	317	1007
	31%	12%	55%	32%	32%	25%	32%	30%
			ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
ANY BBC CHANNELS	1613	590	470	553	810	803	295	295	244	227	272	281	161	834	618
	35%	37%	35%	33%	34%	36%	36%	38%	35%	34%	32%	35%	39%	35%	33%
		c						e					c		
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1162	410	327	425	590	573	205	206	169	158	216	209	112	572	478
	25%	26%	24%	26%	25%	26%	25%	27%	24%	24%	25%	26%	27%	24%	26%
CBEEBIES	1144	687	273	184	580	564	342	345	146	127	92	92	226	710	208
	25%	43%	20%	11%	25%	25%	42%	45%	21%	19%	11%	11%	55%	30%	11%
		bc	c				cdef	cdef	ef	ef			bc	c	
CBBC	851	319	312	220	438	414	161	158	166	146	111	109	68	525	258
	18%	20%	23%	13%	18%	18%	20%	20%	24%	22%	13%	14%	16%	22%	14%
		c	c				ef	ef	ef	ef				ac	
BBC SERVICES															
ANY BBC SERVICES WATCHED WEEKLY	2484	983	689	812	1286	1199	505	478	369	321	412	400	271	1309	904
	54%	62%	51%	49%	54%	53%	62%	62%	53%	49%	48%	50%	66%	56%	49%
		bc					cdef	cdef					bc	c	
ANY ITV/ STV/ UTV CHANNELS	1063	235	342	487	534	529	117	118	177	165	240	246	43	489	532
	23%	15%	25%	29%	23%	24%	14%	15%	25%	25%	28%	31%	10%	21%	29%
			a	ab					ab	ab	ab	abcd		a	ab
ITVX KIDS/ CITV ON ITV2	514	193	179	141	273	242	102	91	100	79	70	71	32	321	161
	11%	12%	13%	9%	12%	11%	13%	12%	14%	12%	8%	9%	8%	14%	9%
		c	c				ef	e	ef	e				ac	
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	504	112	130	263	261	243	59	53	74	55	128	135	21	201	282
	11%	7%	10%	16%	11%	11%	7%	7%	11%	8%	15%	17%	5%	9%	15%
			a	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
ITV SERVICES															
ANY ITV SERVICES WATCHED WEEKLY	1445	380	444	621	747	697	199	180	238	206	310	311	66	701	677
	31%	24%	33%	37%	32%	31%	24%	23%	34%	31%	36%	39%	16%	30%	37%
			a	ab					ab	ab	ab	abd		a	ab
ANY CHANNEL 4 CHANNELS	746	163	225	358	364	382	76	87	133	92	155	203	24	339	383
	16%	10%	17%	22%	15%	17%	9%	11%	19%	14%	18%	25%	6%	14%	21%
			a	ab					abd	a	abd	abcde		a	ab
CHANNEL 4/ CHANNEL 4+ STREAMING	425	95	131	199	192	233	42	52	69	62	80	118	15	196	215
	9%	6%	10%	12%	8%	10%	5%	7%	10%	9%	9%	15%	4%	8%	12%
			a	a		a			ab	a	a	abcde		a	ab
CHANNEL 4 SERVICES															
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	890	207	260	423	430	460	97	111	147	114	187	236	35	401	455
	19%	13%	19%	25%	18%	21%	12%	14%	21%	17%	22%	29%	8%	17%	25%
			a	ab					ab	a	abd	abcde		a	ab
ANY CHANNEL 5 CHANNELS	581	172	150	259	299	282	85	87	87	62	127	132	34	275	271
	13%	11%	11%	16%	13%	13%	10%	11%	13%	9%	15%	16%	8%	12%	15%
				ab							ad	abd			ab
CHANNEL 5'S MILKSHAKE	563	320	141	102	287	276	160	160	74	67	53	49	86	358	118
	12%	20%	10%	6%	12%	12%	20%	21%	11%	10%	6%	6%	21%	15%	6%
		bc	c				cdef	cdef	ef	ef			bc	c	
MY5	220	60	56	105	113	107	26	34	36	20	51	53	11	99	110
	5%	4%	4%	6%	5%	5%	3%	4%	5%	3%	6%	7%	3%	4%	6%
				ab							ad	ad			ab
CHANNEL 5 SERVICES															
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1000	416	239	345	526	474	213	203	137	102	176	169	101	533	367
	22%	26%	18%	21%	22%	21%	26%	26%	20%	16%	21%	21%	24%	23%	20%
		bc					cdef	cdef			d	d			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
ANY SKY CHANNELS	1582	465	469	648	848	734	240	225	253	216	356	293	104	762	717
	34%	29%	35%	39%	36%	33%	29%	29%	36%	33%	42%	36%	25%	32%	39%
			a	ab	b				ab		abd	ab		a	ab
SKY ON-DEMAND OR SKY GO OR SKY KIDS	839	237	250	352	435	404	118	118	126	125	191	161	58	387	395
	18%	15%	18%	21%	18%	18%	15%	15%	18%	19%	22%	20%	14%	16%	21%
			a	a						a	ab	ab			ab
NOW	296	68	99	130	139	157	36	32	51	48	53	77	7	146	143
	6%	4%	7%	8%	6%	7%	4%	4%	7%	7%	6%	10%	2%	6%	8%
			a	a					ab	ab		abe		a	a
SKY SERVICES															
ANY SKY SERVICES WATCHED WEEKLY	1832	547	544	741	950	883	274	273	286	258	390	352	121	892	820
	40%	34%	40%	45%	40%	39%	34%	35%	41%	39%	46%	44%	29%	38%	44%
			a	ab					ab	a	abd	ab		a	ab
NETFLIX	3336	1066	994	1276	1654	1681	526	540	491	502	637	639	266	1650	1419
	72%	67%	73%	77%	70%	75%	64%	70%	71%	76%	75%	79%	65%	70%	77%
			a	ab		a		a	a	abc	a	abc		a	ab
YOUTUBE (INCLUDING YOUTUBE KIDS)	3036	1079	959	998	1579	1457	546	533	487	472	545	453	278	1638	1120
	66%	68%	71%	60%	67%	65%	67%	69%	70%	72%	64%	56%	68%	70%	61%
		c	c				f	f	ef	ef	f		c	c	
DISNEY+	2421	909	757	755	1169	1253	444	465	350	407	374	381	240	1321	860
	53%	57%	56%	45%	49%	56%	54%	60%	50%	62%	44%	47%	58%	56%	47%
		c	c			a	ef	acef	e	acef			c	c	
AMAZON PRIME VIDEO	1398	406	414	578	717	681	196	210	212	203	309	268	90	674	634
	30%	26%	31%	35%	30%	30%	24%	27%	30%	31%	36%	33%	22%	29%	34%
			a	ab					a	a	abcd	ab		a	ab
NICKELODEON/ NICK JR	1253	479	437	337	666	586	255	224	236	201	176	161	113	757	383
	27%	30%	32%	20%	28%	26%	31%	29%	34%	31%	21%	20%	27%	32%	21%
		c	c				ef	ef	ef	ef			c	c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
CARTOON NETWORK	1144	392	412	341	620	525	209	183	231	180	180	161	75	683	386
	25%	25%	30%	21%	26%	23%	26%	24%	33%	27%	21%	20%	18%	29%	21%
		c	ac				f		abdef	ef				ac	
POP/ TINY POP/ POP MAX	572	286	164	122	282	290	130	156	85	79	67	55	70	358	144
	12%	18%	12%	7%	12%	13%	16%	20%	12%	12%	8%	7%	17%	15%	8%
		bc	c				def	cdef	ef	ef			c	c	
PARAMOUNT+	285	91	70	123	147	138	53	38	37	33	57	66	21	127	137
	6%	6%	5%	7%	6%	6%	6%	5%	5%	5%	7%	8%	5%	5%	7%
				b								bcd			b
NONE OF THESE	78	27	13	38	44	34	15	12	6	7	22	15	12	28	38
	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	3%	2%	3%	1%	2%
				b							cd		b		b

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
ANY BBC CHANNELS	1613 35%	1389 36%	111 32%	66 32%	47 33%	565 41% cd	509 39% cd	261 29%	278 27%	1613 65% bcef	405 57% cef	1002 47% f	146 62% cef	1613 50% cf	- -%
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1162 25%	998 26%	75 22%	55 26%	35 24%	400 29% cd	362 28% cd	206 23% d	195 19%	1162 47% bcef	296 42% cef	740 35% f	126 53% bcef	1162 36% f	- -%
CBEEBIES	1144 25%	980 25%	82 24%	46 22%	36 25%	380 28% bc	314 24%	199 22%	251 24%	1144 46% bcef	231 33% f	723 34% f	103 44% bcef	1144 36% f	- -%
CBBC	851 18%	727 19%	58 17%	38 18%	28 19%	344 25% bcd	210 16%	140 16%	156 15%	851 34% cef	230 32% ef	623 29% f	109 46% abcef	851 27% f	- -%
BBC SERVICES															
ANY BBC SERVICES WATCHED WEEKLY	2484 54%	2136 55% b	166 48%	111 54%	71 50%	838 61% bcd	737 56% cd	431 48%	478 46%	2484 100% bcdef	522 74% f	1517 71% f	202 86% bcef	2484 78% bcf	- -%
ANY ITV/ STV/ UTV CHANNELS	1063 23%	914 23% b	67 19%	50 24%	32 22%	369 27% cd	321 24% d	188 21%	186 18%	841 34% ef	273 38% acef	680 32% f	126 53% abcef	961 30% f	102 7%
ITVX KIDS/ CITV ON ITV2	514 11%	440 11%	34 10%	24 11%	16 11%	229 17% bcd	135 10% d	81 9%	69 7%	410 17% f	165 23% aef	427 20% aef	97 41% abcef	489 15% f	25 2%
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	504 11%	435 11% b	27 8%	26 13% b	16 11%	169 12% c	142 11%	84 9%	109 11%	404 16% ef	139 20% cef	319 15% f	64 27% abcef	451 14% f	54 4%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
ITV SERVICES															
ANY ITV SERVICES WATCHED WEEKLY	1445 31%	1238 32% b	90 26%	70 34% b	46 32%	510 37% bcd	427 33% cd	243 27%	265 26%	1108 45% ef	360 51% acef	959 45% ef	163 69% abcef	1300 41% f	144 10%
ANY CHANNEL 4 CHANNELS	746 16%	636 16%	55 16%	35 17%	20 14%	298 22% bcd	198 15% d	135 15% d	115 11%	602 24% ef	226 32% acef	508 24% f	106 45% abcef	692 22% f	54 4%
CHANNEL 4/ CHANNEL 4+ STREAMING	425 9%	362 9%	30 9%	20 10%	13 9%	160 12% bcd	118 9%	76 8%	72 7%	351 14% f	132 19% acef	295 14% f	71 30% abcef	398 12% f	27 2%
CHANNEL 4 SERVICES															
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	890 19%	761 19%	64 18%	41 20%	25 17%	354 26% bcd	232 18% d	163 18% d	142 14%	714 29% ef	263 37% acef	611 29% ef	127 54% abcef	823 26% f	67 5%
ANY CHANNEL 5 CHANNELS	581 13%	498 13%	40 12%	27 13%	16 11%	228 17% bcd	150 11%	100 11%	103 10%	488 20% ef	165 23% cef	410 19% f	91 38% abcef	546 17% f	35 2%
CHANNEL 5'S MILKSHAKE	563 12%	494 13% bc	32 9%	20 9%	17 12%	199 15% bd	133 10%	117 13%	114 11%	457 18% ef	121 17% f	354 17% f	60 25% abcef	510 16% f	53 4%
MY5	220 5%	191 5%	14 4%	9 5%	6 4%	94 7% bcd	48 4%	43 5%	35 3%	186 7% f	69 10% ef	162 8% f	44 19% abcef	209 7% f	12 1%
CHANNEL 5 SERVICES															
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1000 22%	865 22%	66 19%	41 20%	28 20%	372 27% bcd	253 19%	189 21%	186 18%	811 33% ef	241 34% ef	659 31% f	117 50% abcef	920 29% f	80 6%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
ANY SKY CHANNELS	1582	1327	131	78	47	622	417	276	267	1024	360	1017	141	1324	258
	34%	34%	38%	37%	33%	46%	32%	31%	26%	41%	51%	48%	60%	41%	18%
						bcd	d	d		f	aef	aef	abcef	f	
SKY ON-DEMAND OR SKY GO OR SKY KIDS	839	708	67	45	20	359	229	138	113	561	218	538	93	710	129
	18%	18%	19%	21%	14%	26%	17%	15%	11%	23%	31%	25%	39%	22%	9%
			d	d		bcd	d	d		f	acef	ef	abcef	f	
NOW	296	252	20	12	12	103	74	50	70	203	84	199	47	240	57
	6%	6%	6%	6%	9%	8%	6%	6%	7%	8%	12%	9%	20%	7%	4%
										f	aef	ef	abcef	f	
SKY SERVICES															
ANY SKY SERVICES WATCHED WEEKLY	1832	1545	143	89	55	694	489	321	330	1177	388	1145	159	1505	328
	40%	40%	41%	43%	38%	51%	37%	36%	32%	47%	55%	54%	68%	47%	23%
						bcd	d			f	aef	aef	abcef	f	
NETFLIX	3336	2825	252	148	112	1006	949	651	729	1828	547	1580	180	2358	978
	72%	72%	73%	71%	78%	74%	72%	73%	70%	74%	77%	74%	76%	74%	69%
					ac					f	f	f		f	
YOUTUBE (INCLUDING YOUTUBE KIDS)	3036	2580	233	135	88	902	878	571	685	1698	516	1446	168	2151	885
	66%	66%	68%	65%	61%	66%	67%	64%	66%	68%	73%	68%	71%	67%	63%
										f	acef	f	f	f	
DISNEY+	2421	2035	191	118	76	790	670	454	508	1435	407	1181	140	1779	642
	53%	52%	55%	57%	53%	58%	51%	51%	49%	58%	57%	55%	59%	56%	46%
				a		bcd				f	f	f	f	f	
AMAZON PRIME VIDEO	1398	1178	104	71	46	510	384	249	255	877	289	792	119	1096	303
	30%	30%	30%	34%	32%	37%	29%	28%	25%	35%	41%	37%	51%	34%	21%
				a		bcd	d			f	aef	f	abcef	f	
NICKELODEON/ NICK JR	1253	1063	97	56	38	491	308	217	237	847	291	845	117	1069	184
	27%	27%	28%	27%	26%	36%	23%	24%	23%	34%	41%	40%	50%	33%	13%
						bcd				f	aef	aef	abcef	f	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
CARTOON NETWORK	1144	981	77	53	33	468	290	175	212	767	283	781	119	967	178
	25%	25%	22%	26%	23%	34%	22%	20%	20%	31%	40%	37%	51%	30%	13%
						bcd				f	aef	aef	abcef	f	
POP/ TINY POP/ POP MAX	572	503	27	25	18	228	131	95	118	461	136	422	68	531	41
	12%	13%	8%	12%	13%	17%	10%	11%	11%	19%	19%	20%	29%	17%	3%
		b		b	b	bcd				f	f	ef	abcef	f	
PARAMOUNT+	285	232	27	15	10	133	67	42	42	212	83	202	54	241	43
	6%	6%	8%	7%	7%	10%	5%	5%	4%	9%	12%	9%	23%	8%	3%
						bcd				f	aef	ef	abcef	f	
NONE OF THESE	78	71	5	1	1	6	19	25	28	-	4	4	1	8	70
	2%	2%	1%	1%	*%	*%	1%	3%	3%	-%	1%	*%	*%	*%	5%
		c					a	a	a		a		a	a	abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
ANY BBC CHANNELS	1613	685	548	921	692	182	665	674	939	805	634	1248	319	46
	35%	60%	64%	59%	23%	48%	45%	45%	30%	40%	30%	47%	21%	10%
		d	cd	d		d	d	d		b		bc	c	
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1162	445	390	624	539	151	469	474	688	592	455	927	213	23
	25%	39%	46%	40%	18%	40%	32%	32%	22%	29%	22%	35%	14%	5%
		d	acd	d		bcd	d	d		b		bc	c	
CBEEBIES	1144	1144	437	1144	-	118	460	467	678	468	453	829	250	66
	25%	100%	51%	73%	-%	31%	31%	31%	22%	23%	22%	31%	17%	14%
		bcd	d	bd		d	d	d				bc		
CBBC	851	437	851	851	-	150	493	497	354	510	266	637	179	35
	18%	38%	100%	55%	-%	39%	34%	33%	11%	25%	13%	24%	12%	7%
		d	acd	ad		cd	d	d		b		bc	c	
BBC SERVICES														
ANY BBC SERVICES WATCHED WEEKLY	2484	1144	851	1559	926	261	1001	1016	1468	1214	978	1821	550	113
	54%	100%	100%	100%	30%	69%	68%	68%	47%	60%	47%	69%	37%	24%
		d	d	d		d	d	d		b		bc	c	
ANY ITV/ STV/ UTV CHANNELS	1063	322	344	489	574	142	477	483	580	595	407	767	239	57
	23%	28%	40%	31%	19%	37%	33%	32%	19%	30%	19%	29%	16%	12%
		d	acd	d		d	d	d		b		bc	c	
ITVX KIDS/ CITV ON ITV2	514	235	222	317	197	106	337	341	173	343	137	415	86	14
	11%	21%	26%	20%	6%	28%	23%	23%	6%	17%	7%	16%	6%	3%
		d	acd	d		d	d	d		b		bc	c	
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	504	142	158	218	286	82	237	239	265	290	177	365	110	30
	11%	12%	19%	14%	9%	22%	16%	16%	9%	14%	8%	14%	7%	6%
		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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
ITV SERVICES														
ANY ITV SERVICES WATCHED WEEKLY	1445	442	445	653	792	196	690	698	746	838	516	1045	325	75
	31%	39%	52%	42%	26%	51%	47%	47%	24%	42%	25%	40%	22%	16%
		d	acd	d		d	d	d		b		bc	c	
ANY CHANNEL 4 CHANNELS	746	236	268	359	387	128	397	400	346	456	248	555	161	31
	16%	21%	32%	23%	13%	34%	27%	27%	11%	23%	12%	21%	11%	6%
		d	acd	d		bcd	d	d		b		bc	c	
CHANNEL 4/ CHANNEL 4+ STREAMING	425	137	155	201	224	76	243	243	182	257	142	318	88	19
	9%	12%	18%	13%	7%	20%	17%	16%	6%	13%	7%	12%	6%	4%
		d	acd	d		d	d	d		b		bc		
CHANNEL 4 SERVICES														
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	890	280	307	421	470	152	486	490	401	537	297	657	192	41
	19%	24%	36%	27%	15%	40%	33%	33%	13%	27%	14%	25%	13%	9%
		d	acd	d		bcd	d	d		b		bc	c	
ANY CHANNEL 5 CHANNELS	581	222	226	324	257	99	310	313	268	326	208	435	107	39
	13%	19%	27%	21%	8%	26%	21%	21%	9%	16%	10%	17%	7%	8%
		d	acd	d		d	d	d		b		bc		
CHANNEL 5'S MILKSHAKE	563	346	234	403	159	89	263	263	300	274	203	389	133	41
	12%	30%	27%	26%	5%	23%	18%	18%	10%	14%	10%	15%	9%	9%
		cd	d	d		bcd	d	d		b		bc		
MY5	220	88	86	123	97	57	138	138	82	140	67	171	37	12
	5%	8%	10%	8%	3%	15%	9%	9%	3%	7%	3%	6%	3%	3%
		d	d	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
CHANNEL 5 SERVICES														
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1000	452	359	592	408	151	495	498	502	530	360	708	220	73
	22%	40%	42%	38%	13%	40%	34%	33%	16%	26%	17%	27%	15%	15%
		d	d	d		cd	d	d		b		bc		
ANY SKY CHANNELS	1582	465	420	674	908	199	724	740	842	881	579	1073	415	95
	34%	41%	49%	43%	30%	52%	49%	49%	27%	44%	28%	41%	28%	20%
		d	acd	d		d	d	d		b		bc	c	
SKY ON-DEMAND OR SKY GO OR SKY KIDS	839	262	234	365	475	130	398	409	430	464	325	576	206	58
	18%	23%	28%	23%	16%	34%	27%	27%	14%	23%	16%	22%	14%	12%
		d	acd	d		bcd	d	d		b		bc		
NOW	296	90	91	127	169	52	148	150	146	171	109	185	83	29
	6%	8%	11%	8%	6%	14%	10%	10%	5%	8%	5%	7%	6%	6%
		d	d	d		d	d	d		b				
SKY SERVICES														
ANY SKY SERVICES WATCHED WEEKLY	1832	520	458	750	1082	225	810	829	1003	994	695	1213	491	129
	40%	45%	54%	48%	36%	59%	55%	55%	32%	49%	33%	46%	33%	27%
		d	acd	d		d	d	d		b		bc	c	
NETFLIX	3336	824	645	1135	2201	295	1059	1083	2253	1498	1510	1922	1067	346
	72%	72%	76%	73%	72%	77%	72%	72%	72%	74%	72%	73%	71%	72%
YOUTUBE (INCLUDING YOUTUBE KIDS)	3036	831	615	1103	1932	288	989	1015	2021	1323	1350	1768	952	316
	66%	73%	72%	71%	63%	76%	67%	68%	65%	66%	65%	67%	64%	66%
		d	d	d		bcd								
DISNEY+	2421	729	536	972	1449	222	832	849	1572	1093	1055	1446	756	220
	53%	64%	63%	62%	48%	58%	57%	57%	51%	54%	50%	55%	51%	46%
		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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

Base : All respondents

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
AMAZON PRIME VIDEO	1398	387	339	543	856	149	548	554	844	694	588	896	385	118
	30%	34%	40%	35%	28%	39%	37%	37%	27%	34%	28%	34%	26%	25%
		d	acd	d		d	d	d		b		bc		
NICKELODEON/ NICK JR	1253	498	369	649	604	191	646	657	596	707	417	887	277	89
	27%	43%	43%	42%	20%	50%	44%	44%	19%	35%	20%	34%	19%	19%
		d	d	d		cd	d	d		b		bc		
CARTOON NETWORK	1144	404	377	575	569	171	605	616	529	692	346	822	249	73
	25%	35%	44%	37%	19%	45%	41%	41%	17%	34%	17%	31%	17%	15%
		d	acd	d		d	d	d		b		bc		
POP/ TINY POP/ POP MAX	572	324	235	385	187	107	304	309	263	337	161	421	115	36
	12%	28%	28%	25%	6%	28%	21%	21%	8%	17%	8%	16%	8%	8%
		d	d	d		bcd	d	d		b		bc		
PARAMOUNT+	285	97	94	133	152	56	165	165	119	176	86	222	42	20
	6%	8%	11%	9%	5%	15%	11%	11%	4%	9%	4%	8%	3%	4%
		d	d	d		d	d	d		b		bc		
NONE OF THESE	78	-	-	-	78	-	8	8	70	30	36	22	39	17
	2%	-%	-%	-%	3%	-%	1%	1%	2%	1%	2%	1%	3%	4%
					abc				abc				a	a

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
ANY BBC CHANNELS	1613	1090	283	240	1271	324	312	1222
	35%	49%	17%	33%	35%	34%	31%	37%
		bc		b				a
BBC IPLAYER (INCLUDING BBC IPLAYER KIDS)	1162	806	174	183	921	226	227	871
	25%	36%	11%	25%	26%	24%	23%	26%
		bc		b				a
CBEEBIES	1144	719	251	175	835	297	232	845
	25%	32%	15%	24%	23%	31%	23%	25%
		bc		b		a		
CBBC	851	594	162	96	624	212	196	596
	18%	27%	10%	13%	17%	22%	20%	18%
		bc		b		a		
BBC SERVICES								
ANY BBC SERVICES WATCHED WEEKLY	2484	1569	522	393	1916	545	513	1826
	54%	71%	32%	54%	53%	57%	51%	55%
		bc		b				
ANY ITV/ STV/ UTV CHANNELS	1063	665	233	166	856	196	196	819
	23%	30%	14%	23%	24%	21%	20%	25%
		bc		b				a
ITVX KIDS/ CITV ON ITV2	514	386	71	57	341	167	111	372
	11%	17%	4%	8%	9%	17%	11%	11%
		bc		b		a		
ITVX/ ITVX PREMIUM (was ITV HUB/ ITV HUB+)/ STV PLAYER/ STV PLAYER VIP	504	305	118	81	407	91	95	379
	11%	14%	7%	11%	11%	9%	10%	11%
		b		b				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 26

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
ITV SERVICES								
ANY ITV SERVICES WATCHED WEEKLY	1445 31%	919 41% bc	315 19%	211 29% b	1122 31%	308 32%	293 29%	1065 32%
ANY CHANNEL 4 CHANNELS	746 16%	499 22% bc	157 10%	90 12%	588 16%	151 16%	152 15%	549 17%
CHANNEL 4/ CHANNEL 4+ STREAMING	425 9%	272 12% bc	102 6%	51 7%	342 9%	79 8%	93 9%	312 9%
CHANNEL 4 SERVICES								
ANY CHANNEL 4 SERVICES WATCHED WEEKLY	890 19%	583 26% bc	199 12%	109 15%	701 19%	179 19%	196 20%	645 19%
ANY CHANNEL 5 CHANNELS	581 13%	396 18% bc	124 8%	61 8%	460 13%	113 12%	135 13%	401 12%
CHANNEL 5'S MILKSHAKE	563 12%	338 15% bc	148 9%	76 10%	452 13%	102 11%	148 15% b	382 11%
MY5	220 5%	152 7% bc	49 3%	20 3%	182 5%	35 4%	50 5%	155 5%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
CHANNEL 5 SERVICES								
ANY CHANNEL 5 SERVICES WATCHED WEEKLY	1000 22%	624 28% bc	253 15%	123 17%	794 22%	191 20%	247 25% b	678 20%
ANY SKY CHANNELS	1582 34%	951 43% bc	407 25%	225 31% b	1208 34%	360 38% a	316 32%	1167 35%
SKY ON-DEMAND OR SKY GO OR SKY KIDS	839 18%	503 23% bc	208 13%	128 17% b	652 18%	177 19%	156 16%	634 19% a
NOW	296 6%	180 8% bc	87 5%	29 4%	248 7%	48 5%	57 6%	215 6%
SKY SERVICES								
ANY SKY SERVICES WATCHED WEEKLY	1832 40%	1081 49% bc	499 30%	253 34%	1419 39%	399 42%	361 36%	1353 41% a
NETFLIX	3336 72%	1590 72%	1218 74%	528 72%	2653 74% b	650 68%	702 70%	2453 74% a
YOUTUBE (INCLUDING YOUTUBE KIDS)	3036 66%	1452 65%	1085 66%	499 68%	2304 64%	694 73% a	677 68%	2205 66%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
DISNEY+	2421	1228	831	362	1927	480	537	1766
	53%	55%	50%	49%	54%	50%	54%	53%
		bc						
AMAZON PRIME VIDEO	1398	770	442	187	1135	252	276	1044
	30%	35%	27%	25%	32%	26%	28%	31%
		bc			b			a
NICKELODEON/ NICK JR	1253	784	301	168	854	386	243	932
	27%	35%	18%	23%	24%	40%	24%	28%
		bc		b		a		a
CARTOON NETWORK	1144	738	264	142	756	376	234	837
	25%	33%	16%	19%	21%	39%	23%	25%
		bc				a		
POP/ TINY POP/ POP MAX	572	379	121	72	359	203	136	395
	12%	17%	7%	10%	10%	21%	14%	12%
		bc				a		
PARAMOUNT+	285	187	77	21	223	61	55	217
	6%	8%	5%	3%	6%	6%	6%	7%
		bc						
NONE OF THESE	78	14	49	16	61	15	25	39
	2%	1%	3%	2%	2%	2%	2%	1%
			a	a			b	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 27

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Netflix	1501	338	421	742	728	774	181	157	195	226	351	391	73	616	812
	33%	21%	31%	45%	31%	35%	22%	20%	28%	34%	41%	48%	18%	26%	44%
			a	ab		a			ab	abc	abcd	abcde		a	ab
YouTube	1401	593	452	356	777	623	305	288	253	198	219	138	158	831	412
	30%	37%	33%	21%	33%	28%	37%	37%	36%	30%	26%	17%	38%	35%	22%
		bc	c		b		def	def	def	f	f		c	c	
Disney+	598	254	183	161	249	349	110	145	75	107	64	97	83	329	186
	13%	16%	13%	10%	11%	16%	13%	19%	11%	16%	8%	12%	20%	14%	10%
		c	c			a	e	acef	e	cef		e	bc	c	
Sky channels (including from NOW)	227	56	71	100	139	88	32	24	49	22	58	42	5	113	110
	5%	4%	5%	6%	6%	4%	4%	3%	7%	3%	7%	5%	1%	5%	6%
			a	a	b				abd		abd			a	a
BBC	167	68	45	54	89	79	36	32	23	23	30	24	19	84	64
	4%	4%	3%	3%	4%	4%	4%	4%	3%	3%	3%	3%	5%	4%	3%
Nickelodeon/ Nick Jr	132	75	39	18	68	64	37	38	23	16	8	10	25	88	20
	3%	5%	3%	1%	3%	3%	5%	5%	3%	2%	1%	1%	6%	4%	1%
		bc	c				ef	def	ef	e			bc	c	
Amazon Prime Video	126	22	34	70	63	63	15	7	14	20	35	36	3	47	77
	3%	1%	2%	4%	3%	3%	2%	1%	2%	3%	4%	4%	1%	2%	4%
				ab						b	abc	abc			ab
Cartoon Network	116	58	38	20	70	46	36	21	24	14	10	10	12	80	24
	3%	4%	3%	1%	3%	2%	4%	3%	3%	2%	1%	1%	3%	3%	1%
		c	c				def	e	ef				c	c	
ITV/ STV/ UTV	65	14	18	32	31	34	8	6	9	9	13	19	2	30	33
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%
				a								b			
POP/ Tiny Pop/ Pop Max	51	35	10	6	30	21	20	15	6	5	4	2	8	36	6
	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%	1%
		bc					cdef	ef					c	c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 27

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Channel 5	33	12	10	11	15	17	3	9	6	4	7	4	3	17	12
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%
Channel 4	26	7	3	16	16	10	3	5	3	*	11	6	1	9	16
	1%	*%	*%	1% b	1%	*%	*%	1%	*%	*%	1% d	1%	*%	*%	1%
Paramount+	12	3	5	4	5	7	*	3	2	3	2	2	*	7	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
None of these	116	49	17	51	67	49	27	21	8	8	32	20	17	48	52
	3%	3%	1%	3% b	3%	2%	3% cd	3% c	1%	1%	4% cd	2%	4% b	2%	3%
Don't know	34	6	10	18	20	15	3	3	7	3	10	8	3	13	18
	1%	*%	1%	1% a	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 27

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Netflix	1501 33%	1274 33%	106 31%	65 31%	56 39% abc	417 31%	434 33%	300 34%	350 34%	771 31%	241 34% c	623 29%	67 29%	1016 32%	485 34% ac
YouTube	1401 30%	1192 30%	111 32%	60 29%	38 27%	351 26%	420 32% a	271 30% a	358 35% a	672 27% d	173 24% d	555 26% d	33 14%	873 27% d	528 37% abcde
Disney+	598 13%	496 13%	52 15%	35 17% ad	15 10%	203 15% bd	151 11%	122 14%	123 12%	346 14% b	70 10%	271 13%	27 11%	425 13% b	173 12%
Sky channels (including from NOW)	227 5%	190 5%	18 5%	9 4%	10 7% c	90 7% d	63 5% d	51 6% d	24 2%	140 6% f	51 7% f	165 8% aef	23 10% af	196 6% f	31 2%
BBC	167 4%	145 4%	8 2%	9 4%	6 4%	57 4% d	58 4% d	26 3%	26 3%	167 7% ef	54 8% ef	117 5% f	29 12% acef	167 5% f	- -%
Nickelodeon/ Nick Jr	132 3%	112 3%	14 4% cd	4 2%	2 2%	55 4% cd	42 3%	16 2%	19 2%	79 3% f	30 4% f	89 4% f	11 4% f	108 3% f	24 2%
Amazon Prime Video	126 3%	107 3%	7 2%	9 4% b	4 3%	42 3%	35 3%	23 3%	26 3%	70 3%	31 4% f	71 3%	17 7% acef	94 3%	32 2%
Cartoon Network	116 3%	96 2%	10 3%	5 2%	4 3%	51 4% bc	26 2%	15 2%	24 2%	64 3%	21 3%	82 4% af	11 5% f	92 3% f	24 2%
ITV/ STV/ UTV	65 1%	60 2%	2 *%	2 1%	2 1%	22 2%	23 2%	10 1%	10 1%	41 2% f	4 1%	46 2% bf	3 1%	57 2% bf	8 1%
POP/ Tiny Pop/ Pop Max	51 1%	44 1%	1 *%	4 2% b	2 1%	18 1%	9 1%	6 1%	17 2%	44 2% f	7 1% f	40 2% f	3 1% f	50 2% f	1 *%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 27

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Channel 5	33	29	3	1	*	17	5	8	3	22	6	24	5	30	3
	1%	1%	1%	*%	*%	1%	*%	1%	*%	1%	1%	1%	2%	1%	*%
						d				f		f	f	f	
Channel 4	26	24	1	1	-	12	6	6	2	15	11	21	3	23	4
	1%	1%	*%	1%	-%	1%	*%	1%	*%	1%	2%	1%	1%	1%	*%
											af	f			
Paramount+	12	9	1	2	*	5	2	1	4	11	2	10	2	12	1
	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%
				a						f		f	f		
None of these	116	107	6	2	2	18	30	31	38	27	7	14	2	38	78
	3%	3%	2%	1%	2%	1%	2%	3%	4%	1%	1%	1%	1%	1%	6%
		c						a	a						abcde
Don't know	34	26	5	2	1	6	9	8	12	15	1	8	*	17	17
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	*%	*%	*%	1%	1%
															bce

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 27

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Netflix	1501	291	223	409	1093	116	391	401	1100	669	722	835	512	155
	33%	25%	26%	26%	36% abc	31%	27%	27%	35% bc	33%	35%	32%	34%	32%
YouTube	1401	347	232	454	946	107	366	376	1025	507	698	713	503	184
	30%	30%	27%	29%	31%	28%	25%	25%	33% bc	25%	33% a	27%	34% a	38% a
Disney+	598	181	129	243	355	38	196	200	398	250	271	347	199	51
	13%	16% d	15% d	16% d	12%	10%	13%	13%	13%	12%	13%	13%	13%	11%
Sky channels (including from NOW)	227	58	65	86	141	26	105	109	118	126	86	147	62	17
	5%	5%	8% ad	6%	5%	7% d	7% d	7% d	4%	6% b	4%	6%	4%	4%
BBC	167	78	64	113	54	21	81	82	85	85	60	145	23	-
	4%	7% d	8% d	7% d	2%	5% d	6% d	5% d	3%	4% b	3%	5% bc	2% c	-% -
Nickelodeon/ Nick Jr	132	55	27	61	72	14	72	72	60	67	45	97	26	10
	3%	5% d	3%	4% d	2%	4% d	5% d	5% d	2%	3% b	2%	4% b	2%	2%
Amazon Prime Video	126	22	16	32	95	16	54	55	72	73	50	87	27	12
	3%	2%	2%	2%	3%	4%	4% d	4% d	2%	4% b	2%	3% b	2%	3%
Cartoon Network	116	31	28	48	68	17	67	68	48	73	27	86	24	5
	3%	3%	3%	3%	2%	4% d	5% d	5% d	2%	4% b	1%	3% bc	2%	1%
ITV/ STV/ UTV	65	7	15	19	46	5	42	42	23	44	18	45	14	6
	1%	1%	2% a	1%	1% a	1%	3% d	3% d	1%	2% b	1%	2%	1%	1%
POP/ Tiny Pop/ Pop Max	51	33	26	40	11	5	22	22	29	27	17	38	12	1
	1%	3% d	3% d	3% d	*% *	1%	1%	1%	1%	1%	1%	1% c	1%	*% *

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 27

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Channel 5	33	11	8	13	20	6	22	22	11	19	9	23	8	1
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	*%
						d	d	d						
Channel 4	26	10	5	11	15	8	17	18	9	18	7	16	6	5
	1%	1%	1%	1%	*%	2%	1%	1%	*%	1%	*%	1%	*%	1%
						d	d	d		b				
Paramount+	12	4	2	4	8	2	5	5	7	8	4	10	2	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
None of these	116	12	7	18	98	1	18	18	98	42	57	35	55	27
	3%	1%	1%	1%	3%	*%	1%	1%	3%	2%	3%	1%	4%	6%
					abc				abc				a	a
Don't know	34	4	3	7	28	1	8	8	27	8	21	10	20	4
	1%	*%	*%	*%	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%
											a		a	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Netflix	1501	650	595	256	1234	251	313	1103
	33%	29%	36%	35%	34%	26%	31%	33%
			a	a	b			
YouTube	1401	593	572	237	1045	340	309	1019
	30%	27%	35%	32%	29%	36%	31%	31%
			a	a		a		
Disney+	598	313	198	87	487	108	129	435
	13%	14%	12%	12%	14%	11%	13%	13%
Sky channels (including from NOW)	227	134	64	29	182	40	34	178
	5%	6%	4%	4%	5%	4%	3%	5%
		b						a
BBC	167	147	6	14	143	23	45	117
	4%	7%	*%	2%	4%	2%	4%	4%
		bc		b	b			
Nickelodeon/ Nick Jr	132	93	27	12	82	50	22	99
	3%	4%	2%	2%	2%	5%	2%	3%
		bc				a		
Amazon Prime Video	126	64	39	23	102	22	26	92
	3%	3%	2%	3%	3%	2%	3%	3%
Cartoon Network	116	73	19	24	61	55	28	81
	3%	3%	1%	3%	2%	6%	3%	2%
		b		b		a		
ITV/ STV/ UTV	65	42	16	7	54	11	20	42
	1%	2%	1%	1%	1%	1%	2%	1%
		b						
POP/ Tiny Pop/ Pop Max	51	27	13	10	27	23	14	30
	1%	1%	1%	1%	1%	2%	1%	1%
						a		

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Channel 5	33	26	7	-	27	4	13	15
	1%	1%	*%	-%	1%	*%	1%	*%
		bc					b	
Channel 4	26	15	8	3	21	4	8	17
	1%	1%	1%	*%	1%	*%	1%	1%
Paramount+	12	8	3	1	8	4	1	11
	*%	*%	*%	*%	*%	*%	*%	*%
None of these	116	26	68	22	94	20	32	65
	3%	1%	4%	3%	3%	2%	3%	2%
			a	a			b	
Don't know	34	8	18	8	34	1	8	21
	1%	*%	1%	1%	1%	*%	1%	1%
			a	a	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 28

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1981	-	1077	904	997	984	-	-	530	547	467	437	-	957	1024
Effective Weighted Sample	1549	-	854	714	788	764	-	-	421	434	376	339	-	760	809
Total	1957	-	959	998	1032	925	-	-	487	472	545	453	-	837	1120
YouTubers/ influencers/ specific mentions	413	-	240	173	213	199	-	-	122	118	92	82	-	209	204
	21%	~a	25%	17%	21%	22%	~a	~b	25%	25%	17%	18%	~a	25%	18%
			c						ef	ef				c	
Gaming/ gamer videos	332	-	176	156	244	88	-	-	116	60	128	28	-	148	184
	17%	~a	18%	16%	24%	9%	~a	~b	24%	13%	24%	6%	~a	18%	16%
					b				df	f	df				
TV shows/ movies/ cartoons/ anime	265	-	148	117	131	135	-	-	71	77	60	57	-	140	125
	14%	~a	15%	12%	13%	15%	~a	~b	15%	16%	11%	13%	~a	17%	11%
			c							e				c	
Music videos	156	-	54	102	56	100	-	-	18	35	38	64	-	46	110
	8%	~a	6%	10%	5%	11%	~a	~b	4%	7%	7%	14%	~a	6%	10%
				b		a				c	c	cde			b
Funny videos	138	-	71	67	62	75	-	-	29	42	34	33	-	58	80
	7%	~a	7%	7%	6%	8%	~a	~b	6%	9%	6%	7%	~a	7%	7%
Short videos/ compilation videos/ TikToks	129	-	62	66	55	74	-	-	22	40	33	34	-	58	71
	7%	~a	7%	7%	5%	8%	~a	~b	5%	8%	6%	7%	~a	7%	6%
						a				c					
Sports/ fitness/ dancing	122	-	42	80	101	21	-	-	33	10	69	11	-	34	89
	6%	~a	4%	8%	10%	2%	~a	~b	7%	2%	13%	2%	~a	4%	8%
				b	b				df		cdf				b
Tutorials	83	-	38	46	8	75	-	-	3	35	6	40	-	35	48
	4%	~a	4%	5%	1%	8%	~a	~b	1%	7%	1%	9%	~a	4%	4%
						a				ce		ce			
Everything	71	-	24	47	27	44	-	-	13	11	14	33	-	20	51
	4%	~a	3%	5%	3%	5%	~a	~b	3%	2%	3%	7%	~a	2%	5%
				b		a						cde			b
Animal videos	66	-	36	30	21	45	-	-	11	25	10	20	-	32	33
	3%	~a	4%	3%	2%	5%	~a	~b	2%	5%	2%	4%	~a	4%	3%
						a				ce		e			

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1981	-	1077	904	997	984	-	-	530	547	467	437	-	957	1024
Effective Weighted Sample	1549	-	854	714	788	764	-	-	421	434	376	339	-	760	809
Total	1957	-	959	998	1032	925	-	-	487	472	545	453	-	837	1120
Education content/ documentaries	46 2%	- ~a	18 2%	28 3%	22 2%	24 3%	- ~a	- ~b	7 1%	11 2%	15 3%	13 3%	- ~a	18 2%	28 3%
Vlogs/ blogs	41 2%	- ~a	13 1%	28 3%	10 1%	31 3%	- ~a	- ~b	3 1%	10 2%	7 1%	21 5%	- ~a	12 1%	29 3%
						a						ce			
Unboxing/ review videos	40 2%	- ~a	25 3%	15 1%	25 2%	15 2%	- ~a	- ~b	12 3%	13 3%	13 2%	2 *%	- ~a	24 3%	16 1%
									f	f	f				
Videos - no further detail	26 1%	- ~a	14 1%	12 1%	13 1%	13 1%	- ~a	- ~b	8 2%	5 1%	5 1%	7 2%	- ~a	12 1%	14 1%
Eating challenges/ challenges	14 1%	- ~a	7 1%	8 1%	6 1%	9 1%	- ~a	- ~b	3 1%	4 1%	3 *%	5 1%	- ~a	6 1%	9 1%
Other	69 4%	- ~a	31 3%	38 4%	39 4%	30 3%	- ~a	- ~b	15 3%	16 3%	24 4%	14 3%	- ~a	27 3%	42 4%
Nothing	267 14%	- ~a	122 13%	145 15%	145 14%	122 13%	- ~a	- ~b	66 13%	56 12%	79 14%	66 15%	- ~a	106 13%	161 14%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	1981	1352	252	246	131	638	408	504	429	1022	378	1006	130	1382	599
Effective Weighted Sample	1549	1200	234	239	119	529	324	419	367	799	298	791	100	1080	470
Total	1957	1670	146	85	56	603	564	376	414	1029	381	1006	127	1384	573
YouTubers/ influencers/ specific mentions	413	359	23	21	10	101	126	84	101	221	61	189	15	283	129
	21%	21%	16%	25%	17%	17%	22%	22%	24%	21%	16%	19%	12%	20%	23%
		b		b			a	a	a	bd				d	bd
Gaming/ gamer videos	332	276	34	12	10	79	105	80	68	146	42	132	10	206	126
	17%	17%	23%	14%	18%	13%	19%	21%	16%	14%	11%	13%	8%	15%	22%
			ac				a	a						d	abcde
TV shows/ movies/ cartoons/ anime	265	226	18	12	9	104	73	43	46	145	71	164	18	208	57
	14%	14%	12%	14%	16%	17%	13%	11%	11%	14%	19%	16%	15%	15%	10%
						cd				f	f	f		f	
Music videos	156	131	18	3	4	52	52	20	31	86	28	87	19	119	36
	8%	8%	12%	4%	7%	9%	9%	5%	8%	8%	7%	9%	15%	9%	6%
		c	ac				c						abcef		
Funny videos	138	110	13	10	5	36	43	31	27	74	17	60	8	96	41
	7%	7%	9%	12%	9%	6%	8%	8%	7%	7%	4%	6%	6%	7%	7%
				a											
Short videos/ compilation videos/ TikToks	129	108	11	7	3	29	39	33	29	65	29	58	7	92	37
	7%	6%	8%	8%	6%	5%	7%	9%	7%	6%	8%	6%	5%	7%	6%
								a							
Sports/ fitness/ dancing	122	104	11	3	4	28	52	21	21	67	28	76	11	93	30
	6%	6%	8%	4%	7%	5%	9%	6%	5%	6%	7%	8%	8%	7%	5%
							ad								
Tutorials	83	72	6	3	2	26	25	18	15	39	18	38	8	61	23
	4%	4%	4%	3%	4%	4%	4%	5%	4%	4%	5%	4%	6%	4%	4%
Everything	71	63	4	4	1	30	15	11	15	39	14	33	6	47	24
	4%	4%	2%	4%	1%	5%	3%	3%	4%	4%	4%	3%	4%	3%	4%
Animal videos	66	52	7	5	3	24	15	10	17	37	14	24	3	45	21
	3%	3%	5%	5%	5%	4%	3%	3%	4%	4%	4%	2%	2%	3%	4%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 28

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

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

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	1981	1352	252	246	131	638	408	504	429	1022	378	1006	130	1382	599
Effective Weighted Sample	1549	1200	234	239	119	529	324	419	367	799	298	791	100	1080	470
Total	1957	1670	146	85	56	603	564	376	414	1029	381	1006	127	1384	573
Education content/ documentaries	46	42	2	1	1	26	13	5	2	30	14	35	5	37	9
	2%	3%	1%	1%	2%	4%	2%	1%	1%	3%	4%	3%	4%	3%	2%
						cd						f			
Vlogs/ blogs	41	35	3	2	*	14	11	7	9	18	9	20	4	26	15
	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%
Unboxing/ review videos	40	35	3	1	1	10	12	7	11	25	5	15	3	26	14
	2%	2%	2%	1%	3%	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%
Videos - no further detail	26	22	2	1	-	8	8	3	7	16	3	12	1	16	9
	1%	1%	1%	1%	-%	1%	1%	1%	2%	2%	1%	1%	*%	1%	2%
Eating challenges/ challenges	14	13	*	*	*	5	4	4	1	7	5	7	1	11	4
	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
Other	69	58	6	3	3	26	16	13	15	35	12	36	3	48	21
	4%	3%	4%	4%	5%	4%	3%	3%	4%	3%	3%	4%	2%	3%	4%
Nothing	267	234	14	8	11	98	77	38	54	158	70	176	32	207	60
	14%	14%	10%	9%	19%	16%	14%	10%	13%	15%	18%	18%	25%	15%	10%
					bc	c				f	f	f	aef	f	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 28

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

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

	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	1981	359	405	583	1398	237	741	764	1217	1082	807	1144	641	196
Effective Weighted Sample	1549	288	317	462	1088	188	587	605	945	847	631	894	503	154
Total	1957	347	389	563	1394	236	716	741	1216	1071	790	1139	643	175
YouTubers/ influencers/ specific mentions	413	58	91	118	295	59	151	161	252	233	166	233	136	44
	21%	17%	23% a	21%	21%	25%	21%	22%	21%	22%	21%	20%	21%	25%
Gaming/ gamer videos	332	41	54	72	260	33	86	89	243	152	160	142	153	36
	17%	12%	14%	13%	19% abc	14%	12%	12%	20% bc	14%	20% a	13%	24% a	21% a
TV shows/ movies/ cartoons/ anime	265	70	58	94	171	22	110	111	154	149	98	176	59	30
	14%	20% d	15%	17% d	12%	9%	15% a	15%	13%	14%	12%	15% b	9%	17% b
Music videos	156	26	24	40	116	10	50	50	106	86	59	95	48	13
	8%	7%	6%	7%	8%	4%	7%	7%	9% a	8%	8%	8%	7%	8%
Funny videos	138	21	24	40	98	9	40	41	97	64	68	79	46	13
	7%	6%	6%	7%	7%	4%	6%	6%	8%	6%	9%	7%	7%	7%
Short videos/ compilation videos/ TikToks	129	17	25	34	94	16	43	43	86	74	49	66	55	7
	7%	5%	6%	6%	7%	7%	6%	6%	7%	7%	6%	6%	9% a	4%
Sports/ fitness/ dancing	122	11	19	24	98	9	34	34	89	54	64	71	48	3
	6%	3%	5%	4%	7% ac	4%	5%	5%	7% bc	5%	8% a	6% c	7% c	2%
Tutorials	83	9	10	14	69	8	25	27	57	49	31	54	22	8
	4%	3%	2%	2%	5% c	3%	3%	4%	5%	5%	4%	5%	3%	5%
Everything	71	20	19	25	46	11	24	26	45	42	21	40	29	2
	4%	6%	5%	4%	3%	5%	3%	3%	4%	4%	3%	3%	4%	1%
Animal videos	66	9	15	20	46	7	18	18	48	37	25	41	16	8
	3%	3%	4%	3%	3%	3%	3%	2%	4%	3%	3%	4%	3%	5%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 28

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

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

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	1981	359	405	583	1398	237	741	764	1217	1082	807	1144	641	196
Effective Weighted Sample	1549	288	317	462	1088	188	587	605	945	847	631	894	503	154
Total	1957	347	389	563	1394	236	716	741	1216	1071	790	1139	643	175
Education content/ documentaries	46	13	6	17	29	8	20	20	26	28	18	35	6	5
	2%	4%	2%	3%	2%	4%	3%	3%	2%	3%	2%	3% b	1%	3% b
Vlogs/ blogs	41	4	6	7	34	5	14	15	26	27	14	26	15	1
	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	*%
Unboxing/ review videos	40	8	11	15	25	2	14	14	26	24	15	20	19	1
	2%	2%	3%	3%	2%	1%	2%	2%	2%	2%	2%	2%	3%	1%
Videos - no further detail	26	4	5	8	18	5	8	8	17	12	13	14	8	4
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%
Eating challenges/ challenges	14	1	2	2	13	3	5	6	9	10	4	13	2	-
	1%	*%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%
Other	69	14	15	22	47	8	28	28	41	37	29	37	21	11
	4%	4%	4%	4%	3%	3%	4%	4%	3%	3%	4%	3%	3%	7% a
Nothing	267	64	75	105	162	45	148	153	114	169	87	180	70	18
	14%	19% d	19% d	19% d	12%	19% d	21% d	21% d	9%	16% b	11%	16% b	11%	10%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1981	980	686	315	1580	379	455	1417
Effective Weighted Sample	1549	770	534	246	1221	312	364	1098
Total	1957	983	662	313	1517	412	461	1391
YouTubers/ influencers/ specific mentions	413	189	158	65	326	80	109	284
	21%	19%	24%	21%	21%	20%	24%	20%
			a					
Gaming/ gamer videos	332	118	152	62	280	49	98	222
	17%	12%	23%	20%	18%	12%	21%	16%
			a	a	b		b	
TV shows/ movies/ cartoons/ anime	265	160	73	32	175	88	52	200
	14%	16%	11%	10%	12%	21%	11%	14%
		bc				a		
Music videos	156	83	47	25	125	31	33	113
	8%	8%	7%	8%	8%	8%	7%	8%
Funny videos	138	57	54	27	116	22	32	101
	7%	6%	8%	9%	8%	5%	7%	7%
Short videos/ compilation videos/ TikToks	129	67	43	19	102	27	26	95
	7%	7%	6%	6%	7%	7%	6%	7%
Sports/ fitness/ dancing	122	59	52	12	97	24	23	96
	6%	6%	8%	4%	6%	6%	5%	7%
			c					
Tutorials	83	47	22	14	60	21	17	62
	4%	5%	3%	5%	4%	5%	4%	4%
Everything	71	37	16	18	54	14	15	50
	4%	4%	2%	6%	4%	3%	3%	4%
				b				
Animal videos	66	34	20	11	58	7	21	40
	3%	3%	3%	4%	4%	2%	4%	3%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1981	980	686	315	1580	379	455	1417
Effective Weighted Sample	1549	770	534	246	1221	312	364	1098
Total	1957	983	662	313	1517	412	461	1391
Education content/ documentaries	46	33	9	3	30	14	6	39
	2%	3%	1%	1%	2%	3%	1%	3%
		b						
Vlogs/ blogs	41	25	4	12	27	13	14	25
	2%	3%	1%	4%	2%	3%	3%	2%
		b		b				
Unboxing/ review videos	40	15	19	6	35	5	16	24
	2%	2%	3%	2%	2%	1%	3%	2%
							b	
Videos - no further detail	26	12	10	3	19	7	1	22
	1%	1%	2%	1%	1%	2%	*%	2%
								a
Eating challenges/ challenges	14	5	5	4	11	4	6	8
	1%	1%	1%	1%	1%	1%	1%	1%
Other	69	37	20	12	53	14	22	45
	4%	4%	3%	4%	4%	3%	5%	3%
Nothing	267	154	78	34	201	57	53	183
	14%	16%	12%	11%	13%	14%	11%	13%
		b						

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 29

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		3350	1041	1129	1180	1612	1738	501	540	537	592	574	606	297	1732	1321
Effective Weighted Sample		2636	847	886	923	1277	1361	407	441	424	463	454	469	236	1379	1035
Total		3336	1066	994	1276	1654	1681	526	540	491	502	637	639	266	1650	1419
1 star	(1.0)	1	-	1	-	1	1	-	-	1	1	-	-	-	1	-
		*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	-%
2 stars	(2.0)	13	6	3	3	9	4	4	2	3	-	2	2	1	8	3
		*%	1%	*%	*%	1%	*%	1%	*%	1%	-%	*%	*%	*%	*%	*%
3 stars	(3.0)	191	86	57	49	105	87	48	37	30	27	26	23	24	110	57
		6%	8%	6%	4%	6%	5%	9%	7%	6%	5%	4%	4%	9%	7%	4%
			c					def	f					c	c	
4 stars	(4.0)	1055	370	300	385	544	511	185	185	150	149	209	176	93	535	427
		32%	35%	30%	30%	33%	30%	35%	34%	31%	30%	33%	28%	35%	32%	30%
			bc					f	f							
5 stars	(5.0)	2075	605	633	838	996	1080	288	316	307	326	400	438	148	996	932
		62%	57%	64%	66%	60%	64%	55%	59%	62%	65%	63%	69%	55%	60%	66%
				a	a		a			a	a	a	ab			ab
RATING OF 4-5 OUT OF 5		3131	974	933	1223	1540	1590	473	501	458	475	609	614	241	1531	1359
		94%	91%	94%	96%	93%	95%	90%	93%	93%	95%	96%	96%	90%	93%	96%
					ab						a	a	abc			ab
Mean score		4.6	4.5	4.6	4.6	4.5	4.6	4.4	4.5	4.5	4.6	4.6	4.6	4.5	4.5	4.6
				a	a		a			a	ab	a	abc			ab
Standard deviation		.62	.67	.63	.57	.64	.60	.69	.64	.65	.60	.58	.56	.68	.65	.58
Standard error		.01	.02	.02	.02	.02	.01	.03	.03	.03	.02	.02	.02	.04	.02	.02

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 29

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		3350	2224	449	426	251	1078	697	843	728	1814	560	1575	177	2337	1013
Effective Weighted Sample		2636	2012	425	417	231	877	565	698	616	1430	435	1243	139	1842	795
Total		3336	2825	252	148	112	1006	949	651	729	1828	547	1580	180	2358	978
1 star	(1.0)	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	1 *%
2 stars	(2.0)	13 *%	10 *%	2 1%	* *%	- -%	4 *%	2 *%	4 1%	2 *%	6 *%	1 *%	6 *%	- -%	7 *%	6 1%
3 stars	(3.0)	191 6%	163 6%	13 5%	9 6%	6 5%	62 6%	43 5%	38 6%	48 7%	95 5%	18 3%	78 5%	4 2%	116 5%	75 8%
4 stars	(4.0)	1055 32%	884 31%	87 35%	47 32%	37 33%	326 32%	300 32%	220 34% d	209 29%	568 31%	186 34%	522 33%	64 35%	754 32%	301 31%
5 stars	(5.0)	2075 62%	1767 63%	149 59%	91 62%	68 61%	614 61%	603 64%	388 60%	470 64%	1158 63%	342 63%	973 62%	112 62%	1480 63%	595 61%
RATING OF 4-5 OUT OF 5		3131 94%	2651 94%	236 94%	138 94%	106 95%	940 93%	903 95%	608 93%	679 93%	1726 94% f	528 97% f	1496 95% f	175 98% f	2234 95% f	896 92%
Mean score		4.6	4.6	4.5	4.6	4.6	4.5	4.6	4.5	4.6	4.6 f	4.6	4.6	4.6	4.6 f	4.5
Standard deviation		.62	.62	.66	.62	.60	.63	.60	.65	.63	.61	.56	.61	.54	.60	.67
Standard error		.01	.01	.03	.03	.04	.02	.02	.02	.02	.01	.02	.02	.04	.01	.02

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 29

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 a	CBBC b	EITHER c	NEITHER d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b	DISLIKE c
Significance Level: 95%															
Unweighted total		3350	836	668	1157	2193	297	1096	1121	2229	1498	1509	1914	1077	359
Effective Weighted Sample		2636	668	530	924	1713	234	862	882	1756	1173	1192	1504	846	286
Total		3336	824	645	1135	2201	295	1059	1083	2253	1498	1510	1922	1067	346
1 star	(1.0)	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%
2 stars	(2.0)	13 *%	3 *%	1 *%	3 *%	9 *%	- -%	3 *%	3 *%	10 *%	2 *%	11 1% a	3 *%	7 1% a	3 1%
3 stars	(3.0)	191 6%	48 6%	28 4%	62 6%	129 6%	6 2%	46 4%	46 4%	146 6% abc	63 4%	102 7% a	64 3%	84 8% a	44 13% ab
4 stars	(4.0)	1055 32%	257 31%	198 31%	353 31%	702 32%	95 32%	353 33%	363 33%	692 31%	460 31%	482 32%	581 30%	381 36% ac	93 27%
5 stars	(5.0)	2075 62%	516 63%	418 65%	715 63%	1360 62%	194 66%	657 62%	671 62%	1404 62%	973 65% b	914 61%	1275 66% bc	595 56%	206 59%
RATING OF 4-5 OUT OF 5		3131 94%	773 94%	616 95%	1068 94%	2062 94%	288 98% d	1010 95% d	1034 95% d	2097 93%	1433 96% b	1397 92%	1855 97% bc	976 91% c	299 86%
Mean score		4.6	4.6	4.6	4.6	4.5	4.6	4.6	4.6	4.5	4.6 b	4.5	4.6 bc	4.5	4.4
Standard deviation		.62	.63	.58	.61	.63	.55	.60	.59	.64	.58	.66	.56	.67	.75
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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		3350	1588	1240	522	2735	588	710	2457
Effective Weighted Sample		2636	1246	986	405	2129	486	568	1919
Total		3336	1590	1218	528	2653	650	702	2453
1 star	(1.0)	1	1	1	-	1	-	-	1
		*%	*%	*%	-%	*%	-%	-%	*%
2 stars	(2.0)	13	3	6	3	9	3	4	7
		*%	*%	*%	1%	*%	1%	1%	*%
3 stars	(3.0)	191	65	94	32	151	38	48	131
		6%	4%	8%	6%	6%	6%	7%	5%
				a					
4 stars	(4.0)	1055	486	375	194	835	213	219	770
		32%	31%	31%	37%	31%	33%	31%	31%
				ab					
5 stars	(5.0)	2075	1036	742	298	1657	396	431	1544
		62%	65%	61%	56%	62%	61%	61%	63%
			bc						
RATING OF 4-5 OUT OF 5		3131	1521	1117	492	2492	609	650	2315
		94%	96%	92%	93%	94%	94%	93%	94%
			bc						
Mean score		4.6	4.6	4.5	4.5	4.6	4.5	4.5	4.6
			bc						
Standard deviation		.62	.58	.66	.64	.62	.63	.65	.61
Standard error		.01	.01	.02	.03	.01	.03	.02	.01

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 30

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		2452	960	758	734	1226	1226	481	479	388	370	357	377	298	1339	815
Effective Weighted Sample		1938	780	600	572	976	964	392	388	311	290	281	292	239	1071	640
Total		2484	983	689	812	1286	1199	505	478	369	321	412	400	271	1309	904
1 star	(1.0)	88	52	19	17	42	46	19	32	13	6	9	8	16	53	18
		4%	5%	3%	2%	3%	4%	4%	7%	4%	2%	2%	2%	6%	4%	2%
			bc						def					c	c	
2 stars	(2.0)	148	67	39	42	78	70	32	34	23	16	23	19	23	79	46
		6%	7%	6%	5%	6%	6%	6%	7%	6%	5%	5%	5%	8%	6%	5%
3 stars	(3.0)	751	292	209	250	383	368	159	133	113	96	111	139	82	396	272
		30%	30%	30%	31%	30%	31%	32%	28%	31%	30%	27%	35%	30%	30%	30%
												e				
4 stars	(4.0)	907	317	246	344	486	421	176	141	125	121	185	160	79	452	376
		37%	32%	36%	42%	38%	35%	35%	29%	34%	38%	45%	40%	29%	35%	42%
					ab						b	abc	b			ab
5 stars	(5.0)	591	255	177	159	297	294	118	138	95	82	85	74	72	328	191
		24%	26%	26%	20%	23%	24%	23%	29%	26%	26%	21%	18%	26%	25%	21%
			c	c					ef	f	f					
RATING OF 4-5 OUT OF 5		1498	572	422	503	783	715	294	278	219	203	270	234	150	781	567
		60%	58%	61%	62%	61%	60%	58%	58%	60%	63%	65%	58%	55%	60%	63%
															a	
Mean score		3.7	3.7	3.8	3.7	3.7	3.7	3.7	3.7	3.7	3.8	3.8	3.7	3.6	3.7	3.7
Standard deviation		1.01	1.09	.99	.91	.99	1.02	1.02	1.16	1.03	.94	.91	.90	1.14	1.04	.91
Standard error		.02	.04	.04	.03	.03	.03	.05	.05	.05	.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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 30

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17B. Please give a star rating to show how much you think they like BBC TV channels or BBC iPlayer. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any BBC TV channels (including CBBC or CBeebies) or BBC iPlayer at least weekly

		Total	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		2452	1666	303	316	167	888	543	553	464	2452	528	1522	200	2452	-
Effective Weighted Sample		1938	1513	289	309	156	724	440	459	397	1938	413	1203	155	1938	-
Total		2484	2136	166	111	71	838	737	431	478	2484	522	1517	202	2484	-
1 star	(1.0)	88	75	5	6	2	24	18	20	26	88	1	28	1	88	-
		4%	4%	3%	5%	2%	3%	2%	5%	5%	4%	*%	2%	1%	4%	-%
										ab	bcd		b		bcd	
2 stars	(2.0)	148	126	10	6	6	39	34	34	41	148	16	77	2	148	-
		6%	6%	6%	5%	8%	5%	5%	8%	9%	6%	3%	5%	1%	6%	-%
									ab	ab	bd		d		bd	
3 stars	(3.0)	751	640	56	34	21	231	250	125	145	751	131	409	28	751	-
		30%	30%	34%	30%	30%	28%	34%	29%	30%	30%	25%	27%	14%	30%	-%
								a			bd	d	d		bd	
4 stars	(4.0)	907	794	54	33	26	336	263	145	163	907	207	577	92	907	-
		37%	37%	33%	30%	37%	40%	36%	34%	34%	37%	40%	38%	45%	37%	-%
			c				c							ae		
5 stars	(5.0)	591	501	40	33	17	209	173	107	102	591	166	425	80	591	-
		24%	23%	24%	29%	24%	25%	24%	25%	21%	24%	32%	28%	39%	24%	-%
					a							ae	ae	ace		
RATING OF 4-5 OUT OF 5		1498	1294	95	66	43	545	436	252	265	1498	373	1002	172	1498	-
		60%	61%	57%	59%	60%	65%	59%	58%	55%	60%	71%	66%	85%	60%	-%
							bcd					ace	ae	abce		
Mean score		3.7	3.7	3.7	3.7	3.7	3.8	3.7	3.7	3.6	3.7	4.0	3.9	4.2	3.7	-
							cd	d				ace	ae	abce		
Standard deviation		1.01	1.00	1.01	1.10	.99	.96	.95	1.08	1.08	1.01	.85	.95	.75	1.01	-
Standard error		.02	.02	.06	.06	.08	.03	.04	.05	.05	.02	.04	.02	.05	.02	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 30

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
			a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%															
Unweighted total		2452	1155	875	1585	867	270	1030	1048	1404	1221	930	1784	550	118
Effective Weighted Sample		1938	931	694	1271	673	214	815	828	1113	957	741	1409	433	97
Total		2484	1144	851	1559	926	261	1001	1016	1468	1214	978	1821	550	113
1 star	(1.0)	88	51	24	64	24	*	12	12	76	19	49	7	28	52
		4%	4%	3%	4%	3%	*%	1%	1%	5% abc	2%	5% a	*%	5% a	46% ab
2 stars	(2.0)	148	82	46	109	39	11	33	35	113	50	75	40	78	29
		6%	7% d	5%	7% d	4%	4%	3%	3%	8% bc	4%	8% a	2%	14% a	26% ab
3 stars	(3.0)	751	349	241	458	293	57	243	247	504	315	335	446	280	24
		30%	31%	28%	29%	32%	22%	24%	24%	34% abc	26%	34% a	25%	51% ac	21%
4 stars	(4.0)	907	369	314	536	371	101	399	403	504	505	323	788	115	4
		37%	32%	37%	34%	40% ac	39%	40% d	40% d	34%	42% b	33%	43% bc	21% c	4%
5 stars	(5.0)	591	294	226	392	198	92	314	319	271	324	196	540	48	3
		24%	26%	27% d	25%	21%	35% d	31% d	31% d	18%	27% b	20%	30% bc	9% c	3%
RATING OF 4-5 OUT OF 5		1498	663	540	928	569	193	712	722	776	830	519	1327	163	7
		60%	58%	63% a	60%	62%	74% d	71% d	71% d	53%	68% b	53%	73% bc	30% c	7%
Mean score		3.7	3.7	3.8 a	3.7	3.7	4.0 d	4.0 d	4.0 d	3.5	3.9 b	3.6	4.0 bc	3.1 c	1.9
Standard deviation		1.01	1.07	.99	1.05	.93	.87	.89	.90	1.04	.90	1.05	.82	.94	1.04
Standard error		.02	.03	.03	.03	.03	.05	.03	.03	.03	.03	.03	.02	.04	.10

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 30

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		2452	1558	529	365	1923	509	501	1803
Effective Weighted Sample		1938	1227	419	293	1496	426	400	1415
Total		2484	1569	522	393	1916	545	513	1826
1 star	(1.0)	88 4%	7 *%	71 14% ac	9 2% a	66 3%	20 4%	14 3%	63 3%
2 stars	(2.0)	148 6%	31 2%	82 16% ac	35 9% a	118 6%	29 5%	28 5%	113 6%
3 stars	(3.0)	751 30%	343 22%	224 43% a	183 47% a	586 31%	156 29%	160 31%	554 30%
4 stars	(4.0)	907 37%	685 44% bc	108 21%	113 29% b	699 36%	199 37%	175 34%	667 37%
5 stars	(5.0)	591 24%	502 32% bc	37 7%	52 13% b	448 23%	141 26%	136 27%	428 23%
RATING OF 4-5 OUT OF 5		1498 60%	1187 76% bc	146 28%	165 42% b	1147 60%	340 62%	311 61%	1095 60%
Mean score		3.7	4.0 bc	2.9	3.4 b	3.7	3.8	3.8	3.7
Standard deviation		1.01	.81	1.09	.91	1.00	1.01	1.00	1.01
Standard error		.02	.02	.05	.05	.02	.04	.04	.02
Columns Tested: a,b,c - a,b - a,b									

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 31

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17C. Please give a star rating to show how much you think they like ITV/ STV/ UTV channels or ITVX (was ITV Hub)/ STV Player. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any ITV/ STV/ UTV channels (including CITV) or ITVX (was ITV Hub)/ STV Player at least weekly

		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		1443	383	484	576	733	710	201	182	254	230	278	298	79	738	626
Effective Weighted Sample		1128	307	379	447	575	553	162	146	199	180	218	230	64	583	489
Total		1445	380	444	621	747	697	199	180	238	206	310	311	66	701	677
1 star	(1.0)	32	16	9	7	15	17	8	9	6	4	2	5	3	22	7
		2%	4%	2%	1%	2%	3%	4%	5%	2%	2%	1%	2%	5%	3%	1%
			c					e	e					c	c	
2 stars	(2.0)	114	27	41	46	60	54	18	9	18	23	25	21	2	61	51
		8%	7%	9%	7%	8%	8%	9%	5%	8%	11%	8%	7%	3%	9%	7%
											b					
3 stars	(3.0)	471	127	148	196	244	227	70	57	75	73	99	97	22	231	219
		33%	33%	33%	32%	33%	33%	35%	32%	32%	35%	32%	31%	33%	33%	32%
4 stars	(4.0)	515	119	146	250	271	244	62	57	83	62	125	124	26	226	262
		36%	31%	33%	40%	36%	35%	31%	32%	35%	30%	40%	40%	40%	32%	39%
					ab							d	d			b
5 stars	(5.0)	313	91	99	123	158	155	42	48	56	43	59	63	13	160	140
		22%	24%	22%	20%	21%	22%	21%	27%	23%	21%	19%	20%	20%	23%	21%
RATING OF 4-5 OUT OF 5		827	210	245	372	428	399	105	105	139	106	185	188	39	386	401
		57%	55%	55%	60%	57%	57%	52%	58%	58%	51%	60%	60%	59%	55%	59%
Mean score		3.7	3.6	3.6	3.7	3.7	3.7	3.6	3.7	3.7	3.6	3.7	3.7	3.7	3.6	3.7
Standard deviation		.97	1.05	1.00	.90	.96	.99	1.04	1.07	.99	1.01	.89	.92	.99	1.03	.91
Standard error		.03	.05	.05	.04	.04	.04	.07	.08	.06	.07	.05	.05	.11	.04	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 31

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17C. Please give a star rating to show how much you think they like ITV/ STV/ UTV channels or ITVX (was ITV Hub)/ STV Player. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any ITV/ STV/ UTV channels (including CITV) or ITVX (was ITV Hub)/ STV Player at least weekly

		Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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		1443	972	162	198	111	549	303	330	261	1112	376	968	168	1300	143
Effective Weighted Sample		1128	875	154	193	103	447	247	272	223	870	292	757	131	1017	111
Total		1445	1238	90	70	46	510	427	243	265	1108	360	959	163	1300	144
1 star	(1.0)	32	29	1	1	1	7	7	6	12	20	10	21	*	31	1
		2%	2%	1%	1%	2%	1%	2%	3%	5% a	2%	3%	2%	*%	2%	1%
2 stars	(2.0)	114	95	11	6	2	41	35	12	25	93	18	62	4	97	17
		8%	8%	12%	8%	5%	8%	8%	5%	9%	8% d	5%	6%	2%	7% d	12% bcd
3 stars	(3.0)	471	399	31	26	14	150	155	92	74	364	96	289	52	425	45
		33%	32%	34%	37%	31%	29%	36%	38% ad	28%	33%	27%	30%	32%	33%	31%
4 stars	(4.0)	515	445	30	23	17	179	157	78	100	388	146	348	60	458	56
		36%	36%	33%	33%	37%	35%	37%	32%	38%	35%	40%	36%	37%	35%	39%
5 stars	(5.0)	313	270	18	14	11	132	72	53	54	243	90	239	46	288	24
		22%	22%	19%	20%	24%	26% b	17%	22%	21%	22%	25%	25%	28% f	22%	17%
RATING OF 4-5 OUT OF 5		827	714	48	37	28	312	230	132	154	631	235	587	106	747	80
		57%	58%	53%	53%	61%	61%	54%	54%	58%	57%	65% ae	61%	65%	57%	56%
Mean score		3.7	3.7	3.6	3.6	3.8	3.8 b	3.6	3.7	3.6	3.7	3.8	3.8	3.9 aef	3.7	3.6
Standard deviation		.97	.98	.98	.95	.97	.97	.92	.96	1.06	.97	.97	.97	.85	.98	.94
Standard error		.03	.03	.08	.07	.09	.04	.05	.05	.07	.03	.05	.03	.07	.03	.08

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 31

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17C. Please give a star rating to show how much you think they like ITV/ STV/ UTV channels or ITVX (was ITV Hub)/ STV Player. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any ITV/ STV/ UTV channels (including CITV) or ITVX (was ITV Hub)/ STV Player at least weekly

		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		1443	446	468	670	773	204	719	731	712	848	496	1038	317	88
Effective Weighted Sample		1128	355	368	533	597	161	565	574	556	662	388	810	252	66
Total		1445	442	445	653	792	196	690	698	746	838	516	1045	325	75
1 star	(1.0)	32	8	6	12	21	3	7	8	24	11	17	14	11	7
		2%	2%	1%	2%	3%	2%	1%	1%	3%	1%	3%	1%	3%	10%
										bc		a		a	ab
2 stars	(2.0)	114	38	33	56	58	12	33	33	81	56	54	55	42	16
		8%	9%	7%	9%	7%	6%	5%	5%	11%	7%	10%	5%	13%	22%
										bc		a		a	a
3 stars	(3.0)	471	139	136	207	264	51	196	199	272	225	210	291	149	31
		33%	31%	31%	32%	33%	26%	28%	28%	36%	27%	41%	28%	46%	42%
										abc		a		a	a
4 stars	(4.0)	515	138	146	208	306	66	251	255	260	326	160	401	98	16
		36%	31%	33%	32%	39%	34%	36%	37%	35%	39%	31%	38%	30%	21%
						ac					b		bc		
5 stars	(5.0)	313	119	124	170	143	63	203	204	109	220	76	283	25	4
		22%	27%	28%	26%	18%	32%	29%	29%	15%	26%	15%	27%	8%	6%
			d	d	d		d	d	d		b		bc		
RATING OF 4-5 OUT OF 5		827	257	270	378	449	130	454	459	368	545	236	684	123	20
		57%	58%	61%	58%	57%	66%	66%	66%	49%	65%	46%	66%	38%	27%
							d	d	d		b		bc		
Mean score		3.7	3.7	3.8	3.7	3.6	3.9	3.9	3.9	3.5	3.8	3.4	3.8	3.3	2.9
				d			d	d	d		b		bc	c	
Standard deviation		.97	1.01	.98	1.00	.95	.99	.92	.92	.98	.94	.97	.93	.90	1.03
Standard error		.03	.05	.05	.04	.03	.07	.03	.03	.04	.03	.04	.03	.05	.11

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17C. Please give a star rating to show how much you think they like ITV/ STV/ UTV channels or ITVX (was ITV Hub)/ STV Player. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any ITV/ STV/ UTV channels (including CITV) or ITVX (was ITV Hub)/ STV Player at least weekly

		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		1443	929	317	197	1143	288	298	1055
Effective Weighted Sample		1128	727	245	156	881	237	236	817
Total		1445	919	315	211	1122	308	293	1065
1 star	(1.0)	32 2%	14 2%	13 4% a	5 2%	26 2%	6 2%	6 2%	24 2%
2 stars	(2.0)	114 8%	48 5%	40 13% a	26 12% a	83 7%	29 9%	30 10%	77 7%
3 stars	(3.0)	471 33%	264 29%	133 42% a	74 35%	373 33%	95 31%	89 30%	352 33%
4 stars	(4.0)	515 36%	344 37% b	96 30%	74 35%	411 37%	97 31%	103 35%	388 36%
5 stars	(5.0)	313 22%	248 27% bc	32 10%	32 15%	229 20%	82 27% a	65 22%	224 21%
RATING OF 4-5 OUT OF 5		827 57%	593 64% bc	128 41%	106 51%	640 57%	178 58%	168 57%	611 57%
Mean score		3.7	3.8 bc	3.3	3.5 b	3.7	3.7	3.7	3.7
Standard deviation		.97	.94	.96	.97	.96	1.02	1.00	.96
Standard error		.03	.03	.05	.07	.03	.06	.06	.03

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 32

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		901	208	310	383	421	480	92	116	166	144	163	220	43	441	417
Effective Weighted Sample		701	169	240	300	330	371	76	94	129	113	129	171	36	346	327
Total		890	207	260	423	430	460	97	111	147	114	187	236	35	401	455
1 star	(1.0)	23 3%	12 6% bc	4 2%	6 1%	14 3%	9 2%	7 7% df	6 5% f	3 2%	2 1%	5 3%	1 1%	2 7% c	14 4%	6 1%
2 stars	(2.0)	58 7%	16 8%	17 6%	26 6%	31 7%	27 6%	6 6%	10 9%	11 7%	6 6%	14 8%	11 5%	5 15% bc	25 6%	28 6%
3 stars	(3.0)	290 33%	65 31%	84 32%	141 33%	135 31%	154 33%	26 27%	39 35%	49 34%	35 30%	60 32%	81 34%	15 42%	122 30%	153 34%
4 stars	(4.0)	324 36%	65 31%	90 34%	169 40%	154 36%	170 37%	34 35%	32 29%	53 36%	36 32%	67 36%	102 43% b	7 21%	145 36%	172 38%
5 stars	(5.0)	195 22%	49 24%	66 25%	80 19%	95 22%	100 22%	24 25%	25 22%	31 21%	35 31% f	40 21%	40 17%	5 14%	95 24%	96 21%
RATING OF 4-5 OUT OF 5		519 58%	114 55%	156 60%	250 59%	249 58%	270 59%	58 60%	56 51%	84 57%	71 63%	107 57%	143 60%	12 36%	239 60% a	268 59% a
Mean score		3.7	3.6	3.8	3.7	3.7	3.7	3.7	3.5	3.7	3.9 b	3.7	3.7	3.2	3.7 a	3.7 a
Standard deviation		.97	1.11	.96	.90	1.01	.94	1.14	1.09	.95	.97	.99	.82	1.09	1.01	.91
Standard error		.03	.08	.05	.05	.05	.04	.12	.10	.07	.08	.08	.06	.17	.05	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 32

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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		901	605	117	117	62	379	163	210	147	723	268	616	129	832	69
Effective Weighted Sample		701	542	111	114	59	311	130	173	125	561	207	484	101	647	54
Total		890	761	64	41	25	354	232	163	142	714	263	611	127	823	67
1 star	(1.0)	23 3%	22 3%	- -%	1 2%	* 2%	5 1%	8 3%	4 2%	6 4%	19 3%	4 1%	12 2%	- -%	21 3%	2 2%
2 stars	(2.0)	58 7%	50 7%	4 7%	2 5%	2 7%	22 6%	8 3%	19 11% ab	9 7%	46 6%	16 6%	34 6%	4 3%	53 6%	5 8%
3 stars	(3.0)	290 33%	247 32%	20 32%	16 39%	6 26%	103 29%	93 40% ac	45 28%	48 34%	236 33% bd	65 25%	185 30% d	25 19%	269 33% bd	21 31%
4 stars	(4.0)	324 36%	280 37%	21 33%	13 32%	10 41%	135 38%	81 35%	60 37%	47 33%	258 36%	111 42%	229 38%	46 36%	301 37%	23 34%
5 stars	(5.0)	195 22%	162 21%	18 28%	9 23%	6 24%	89 25%	41 18%	34 21%	31 22%	155 22%	68 26%	150 24%	52 41% abcef	179 22%	17 25%
RATING OF 4-5 OUT OF 5		519 58%	442 58%	39 61%	22 54%	16 65%	224 63% b	122 53%	95 58%	78 55%	413 58%	179 68% ae	379 62%	99 78% acef	480 58%	40 59%
Mean score		3.7	3.7	3.8	3.7	3.8	3.8	3.6	3.6	3.6	3.7	3.8 ae	3.8	4.2 abcef	3.7	3.7
Standard deviation		.97	.98	.92	.94	.98	.94	.93	1.02	1.03	.97	.92	.95	.84	.97	1.01
Standard error		.03	.04	.09	.09	.12	.05	.07	.07	.08	.04	.06	.04	.07	.03	.12

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 32

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		901	295	322	442	459	156	495	501	400	545	296	672	184	45
Effective Weighted Sample		701	232	253	348	354	126	390	394	307	425	228	522	144	35
Total		890	280	307	421	470	152	486	490	401	537	297	657	192	41
1 star	(1.0)	23 3%	12 4%	6 2%	12 3%	11 2%	3 2%	9 2%	10 2%	13 3%	5 1%	13 4% a	11 2%	2 1%	10 24% ab
2 stars	(2.0)	58 7%	17 6%	17 6%	27 6%	31 7%	6 4%	21 4%	21 4%	37 9% abc	27 5%	26 9%	30 5%	23 12% a	6 13% a
3 stars	(3.0)	290 33%	78 28%	89 29%	123 29%	166 35%	32 21%	132 27%	133 27%	157 39% abc	145 27%	120 40% a	185 28%	89 46% a	16 39%
4 stars	(4.0)	324 36%	105 37%	111 36%	152 36%	172 37%	69 45% d	188 39%	189 39%	135 34%	215 40% b	95 32%	256 39% c	65 34% c	4 9%
5 stars	(5.0)	195 22%	68 24%	84 27% d	105 25%	90 19%	44 29% d	136 28% d	137 28% d	59 15%	145 27% b	43 14%	175 27% b	14 7%	6 14%
RATING OF 4-5 OUT OF 5		519 58%	173 62%	195 64%	258 61%	262 56%	112 74% d	324 67% d	326 67% d	193 48%	360 67% b	138 47%	431 66% bc	79 41%	10 23%
Mean score		3.7	3.7	3.8 d	3.7	3.6	4.0 d	3.9 d	3.9 d	3.5	3.9 b	3.4	3.8 bc	3.3 c	2.8
Standard deviation		.97	1.04	.96	1.00	.94	.89	.94	.94	.96	.90	.99	.93	.82	1.32
Standard error		.03	.06	.05	.05	.04	.07	.04	.04	.05	.04	.06	.04	.06	.20

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 32

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		901	601	198	102	726	167	198	653
Effective Weighted Sample		701	466	156	80	555	139	154	506
Total		890	583	199	109	701	179	196	645
1 star	(1.0)	23	10	11	2	19	4	8	15
		3%	2%	5%	2%	3%	2%	4%	2%
				a					
2 stars	(2.0)	58	31	19	8	49	10	15	39
		7%	5%	10%	7%	7%	5%	8%	6%
3 stars	(3.0)	290	169	74	46	230	57	62	216
		33%	29%	37%	42%	33%	32%	32%	33%
				a					
4 stars	(4.0)	324	221	68	36	257	63	66	241
		36%	38%	34%	33%	37%	35%	34%	37%
5 stars	(5.0)	195	151	27	18	146	46	45	134
		22%	26%	14%	16%	21%	26%	23%	21%
			b						
RATING OF 4-5 OUT OF 5		519	372	95	53	403	109	111	375
		58%	64%	48%	49%	57%	61%	57%	58%
			bc						
Mean score		3.7	3.8	3.4	3.5	3.7	3.8	3.6	3.7
			bc						
Standard deviation		.97	.94	1.02	.91	.97	.96	1.04	.95
Standard error		.03	.04	.07	.09	.04	.07	.07	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 33

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17E. Please give a star rating to show how much you think they like Channel 5 channels or My5. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 5 channels (including Channel 5's Milkshake) or My5 at least weekly

		CHILD'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		997	402	284	311	503	494	196	206	155	129	152	159	107	559	331
Effective Weighted Sample		795	332	224	247	406	390	165	168	122	103	123	124	87	450	263
Total		1000	416	239	345	526	474	213	203	137	102	176	169	101	533	367
1 star	(1.0)	56 6%	39 9%	7 3%	11 3%	28 5%	29 6%	15 7%	23 12%	7 5%	- -%	6 3%	6 3%	13 13%	32 6%	11 3%
			bc					d	def	d				bc		
2 stars	(2.0)	120 12%	72 17%	23 10%	25 7%	67 13%	54 11%	45 21%	27 13%	12 9%	11 11%	9 5%	16 9%	15 15%	79 15%	26 7%
			bc					bcdef	e					c	c	
3 stars	(3.0)	305 30%	120 29%	71 30%	115 33%	156 30%	149 31%	59 28%	61 30%	38 28%	32 31%	59 33%	56 33%	29 29%	158 30%	118 32%
4 stars	(4.0)	300 30%	89 21%	80 33%	130 38%	162 31%	138 29%	45 21%	44 22%	48 35%	32 31%	69 39%	62 37%	18 18%	142 27%	140 38%
				a	a					ab		ab	ab			ab
5 stars	(5.0)	219 22%	96 23%	59 24%	64 19%	114 22%	105 22%	49 23%	47 23%	31 23%	27 27%	34 20%	30 18%	25 25%	122 23%	72 20%
RATING OF 4-5 OUT OF 5		518 52%	185 45%	139 58%	195 56%	276 52%	243 51%	94 44%	92 45%	79 58%	59 58%	103 58%	92 54%	43 42%	264 49%	212 58%
				a	a					ab	ab	ab				ab
Mean score		3.5	3.3	3.7	3.6	3.5	3.5	3.3	3.3	3.6	3.7	3.7	3.6	3.2	3.5	3.6
				a	a					ab	ab	ab				ab
Standard deviation		1.13	1.26	1.04	.97	1.12	1.13	1.24	1.28	1.08	.98	.95	1.00	1.34	1.17	.97
Standard error		.04	.06	.06	.06	.05	.05	.09	.09	.09	.09	.08	.08	.13	.05	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 33

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17E. Please give a star rating to show how much you think they like Channel 5 channels or My5. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 5 channels (including Channel 5's Milkshake) or My5 at least weekly

		Total	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		997	688	124	117	68	403	183	230	181	806	250	666	123	912	85
Effective Weighted Sample		795	626	120	115	64	328	150	192	154	646	194	531	97	728	67
Total		1000	865	66	41	28	372	253	189	186	811	241	659	117	920	80
1 star	(1.0)	56	51	2	3	1	13	14	15	14	43	9	19	-	45	12
		6%	6%	3%	7%	5%	4%	6%	8%	7%	5%	4%	3%	-%	5%	15%
									a		cd				d	abcde
2 stars	(2.0)	120	110	5	4	1	39	31	26	24	109	23	60	5	114	6
		12%	13%	8%	10%	4%	11%	12%	14%	13%	13%	10%	9%	4%	12%	8%
			d								cd				d	
3 stars	(3.0)	305	256	28	12	9	100	87	56	62	248	58	182	22	278	27
		30%	30%	42%	29%	32%	27%	34%	29%	33%	31%	24%	28%	19%	30%	34%
				ac							d				d	d
4 stars	(4.0)	300	261	15	14	9	125	71	54	50	230	86	222	44	275	25
		30%	30%	22%	35%	33%	34%	28%	28%	27%	28%	36%	34%	38%	30%	31%
					b								a			
5 stars	(5.0)	219	187	17	8	7	94	50	39	36	181	65	175	46	209	10
		22%	22%	25%	19%	27%	25%	20%	21%	19%	22%	27%	27%	40%	23%	12%
											f	f	f	abcef	f	
RATING OF 4-5 OUT OF 5		518	449	31	22	17	219	121	93	86	411	151	398	90	484	35
		52%	52%	47%	54%	59%	59%	48%	49%	46%	51%	63%	60%	77%	53%	43%
							bcd					aef	aef	abcef		
Mean score		3.5	3.5	3.6	3.5	3.7	3.7	3.4	3.4	3.4	3.5	3.7	3.7	4.1	3.5	3.2
							bcd				f	aef	aef	abcef	f	
Standard deviation		1.13	1.14	1.04	1.12	1.06	1.08	1.11	1.19	1.15	1.13	1.08	1.04	.86	1.12	1.20
Standard error		.04	.04	.09	.10	.13	.05	.08	.08	.09	.04	.07	.04	.08	.04	.13

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 33

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17E. Please give a star rating to show how much you think they like Channel 5 channels or My5. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 5 channels (including Channel 5's Milkshake) or My5 at least weekly

		CHILD 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		997	453	373	600	397	157	518	523	474	542	346	710	212	75
Effective Weighted Sample		795	367	297	485	311	129	411	414	382	426	278	561	173	62
Total		1000	452	359	592	408	151	495	498	502	530	360	708	220	73
1 star	(1.0)	56	29	9	34	23	1	7	7	49	14	30	19	25	13
		6%	6%	3%	6%	6%	1%	1%	1%	10%	3%	8%	3%	11%	18%
			b		b					abc		a		a	a
2 stars	(2.0)	120	72	39	85	35	14	28	28	93	39	63	73	38	9
		12%	16%	11%	14%	9%	9%	6%	6%	18%	7%	17%	10%	17%	13%
			d		d					abc		a		a	
3 stars	(3.0)	305	131	107	171	134	25	111	112	193	147	126	188	83	34
		30%	29%	30%	29%	33%	16%	22%	23%	38%	28%	35%	27%	38%	46%
										abc		a		a	a
4 stars	(4.0)	300	115	101	159	140	57	195	195	104	182	93	241	50	9
		30%	25%	28%	27%	34%	38%	39%	39%	21%	34%	26%	34%	23%	12%
						ac	d	d	d		b		bc		
5 stars	(5.0)	219	105	104	143	76	54	154	156	63	148	48	187	24	7
		22%	23%	29%	24%	19%	36%	31%	31%	13%	28%	13%	26%	11%	10%
				d			d	d	d		b		bc		
RATING OF 4-5 OUT OF 5		518	220	204	302	217	111	349	351	167	331	141	428	74	16
		52%	49%	57%	51%	53%	74%	70%	70%	33%	62%	39%	60%	34%	22%
				a			d	d	d		b		bc		
Mean score		3.5	3.4	3.7	3.5	3.5	4.0	3.9	3.9	3.1	3.8	3.2	3.7	3.1	2.8
				acd			d	d	d		b		bc		
Standard deviation		1.13	1.19	1.08	1.17	1.06	.97	.94	.94	1.13	1.02	1.13	1.05	1.14	1.18
Standard error		.04	.06	.06	.05	.05	.08	.04	.04	.05	.04	.06	.04	.08	.14

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17E. Please give a star rating to show how much you think they like Channel 5 channels or My5. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Channel 5 channels (including Channel 5's Milkshake) or My5 at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		997	627	250	120	803	184	240	688
Effective Weighted Sample		795	493	204	98	633	154	191	547
Total		1000	624	253	123	794	191	247	678
1 star	(1.0)	56 6%	17 3%	32 13% a	7 6%	47 6%	9 5%	20 8%	34 5%
2 stars	(2.0)	120 12%	65 10%	36 14%	19 15%	107 14% b	11 6%	32 13%	78 11%
3 stars	(3.0)	305 30%	173 28%	91 36% a	42 34%	250 31%	51 27%	64 26%	225 33%
4 stars	(4.0)	300 30%	203 33%	66 26%	31 25%	225 28%	66 34%	80 32%	194 29%
5 stars	(5.0)	219 22%	166 27% b	28 11%	25 20% b	164 21%	53 28%	52 21%	148 22%
RATING OF 4-5 OUT OF 5		518 52%	369 59% bc	94 37%	56 45%	389 49%	119 62% a	132 53%	342 50%
Mean score		3.5	3.7 bc	3.1	3.4 b	3.4	3.8 a	3.5	3.5
Standard deviation		1.13	1.06	1.16	1.15	1.14	1.07	1.19	1.10
Standard error		.04	.04	.07	.10	.04	.08	.08	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 34

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17F. Please give a star rating to show how much you think they like Sky TV channels or Sky Go. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Sky TV channels or NOW or Sky On demand or Sky Go or Sky Kids at least weekly

		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		1874	531	641	702	945	929	268	263	323	318	354	348	136	958	780
Effective Weighted Sample		1469	436	500	546	742	728	218	218	251	250	279	267	111	758	608
Total		1832	547	544	741	950	883	274	273	286	258	390	352	121	892	820
1 star	(1.0)	53 3%	20 4%	14 3%	19 3%	22 2%	31 4%	12 4% c	8 3%	4 1%	10 4%	6 2%	13 4%	3 2%	31 4%	19 2%
2 stars	(2.0)	87 5%	34 6%	26 5%	27 4%	45 5%	42 5%	21 8% e	12 5%	12 4%	15 6%	13 3%	15 4%	11 9% c	46 5%	31 4%
3 stars	(3.0)	357 19%	115 21%	115 21%	127 17%	176 18%	181 20%	60 22% e	55 20%	62 22% e	53 21% e	54 14%	72 20% e	29 24%	183 20%	145 18%
4 stars	(4.0)	680 37%	206 38%	189 35%	284 38%	344 36%	336 38%	104 38%	102 37%	101 35%	88 34%	138 36%	146 42%	46 38%	329 37%	305 37%
5 stars	(5.0)	655 36%	172 31%	199 37%	284 38% a	363 38% b	293 33%	77 28%	95 35%	108 38% a	91 35%	178 46% abdf	106 30%	32 27%	303 34%	320 39% a
RATING OF 4-5 OUT OF 5		1335 73%	378 69%	389 71%	568 77% a	706 74%	629 71%	181 66%	197 72%	209 73%	180 70%	316 81% abcdf	252 72%	78 65%	632 71%	625 76% ab
Mean score		4.0	3.9	4.0	4.1 a	4.0 b	3.9	3.8	4.0	4.0 a	3.9	4.2 abcdf	3.9	3.8	3.9	4.1 ab
Standard deviation		1.00	1.04	1.00	.96	.98	1.02	1.08	1.01	.93	1.07	.91	1.00	1.02	1.03	.96
Standard error		.02	.05	.04	.04	.03	.03	.07	.06	.05	.06	.05	.05	.09	.03	.03

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 34

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17F. Please give a star rating to show how much you think they like Sky TV channels or Sky Go. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Sky TV channels or NOW or Sky On demand or Sky Go or Sky Kids at least weekly

		Total	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		1874	1232	261	255	126	752	366	428	328	1186	413	1157	166	1524	350
Effective Weighted Sample		1469	1113	248	249	114	611	293	353	276	934	324	913	132	1197	273
Total		1832	1545	143	89	55	694	489	321	330	1177	388	1145	159	1505	328
1 star	(1.0)	53 3%	50 3%	1 1%	1 1%	1 2%	8 1%	11 2%	14 4% a	20 6% ab	29 2%	5 1%	19 2%	2 2%	33 2%	20 6% abcde
2 stars	(2.0)	87 5%	79 5%	4 3%	4 4%	2 3%	33 5%	19 4%	15 5%	20 6%	58 5% bd	9 2%	44 4%	2 1%	68 4%	20 6% bd
3 stars	(3.0)	357 19%	297 19%	29 20%	19 21%	12 22%	126 18%	95 19%	64 20%	72 22%	227 19%	66 17%	201 18%	27 17%	280 19%	77 24% c
4 stars	(4.0)	680 37%	569 37%	58 40%	33 37%	20 36%	269 39% cd	207 42% cd	101 32%	103 31%	433 37%	150 39%	421 37%	51 32%	558 37%	122 37%
5 stars	(5.0)	655 36%	551 36%	51 36%	32 36%	20 37%	258 37%	156 32%	126 39%	115 35%	430 37% f	157 41% f	460 40% f	77 48% aef	566 38% f	89 27%
RATING OF 4-5 OUT OF 5		1335 73%	1120 72%	109 76%	66 74%	40 73%	527 76% d	363 74% d	228 71%	218 66%	863 73% f	308 79% af	880 77% f	128 80% f	1124 75% f	211 64%
Mean score		4.0	4.0	4.1	4.0	4.0	4.1 d	4.0	4.0	3.8	4.0 f	4.2 af	4.1 af	4.2 aef	4.0 f	3.7
Standard deviation		1.00	1.02	.87	.93	.94	.92	.94	1.08	1.15	.99	.87	.94	.88	.97	1.11
Standard error		.02	.03	.05	.06	.08	.03	.05	.05	.06	.03	.04	.03	.07	.02	.06

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 34

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17F. Please give a star rating to show how much you think they like Sky TV channels or Sky Go. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Sky TV channels or NOW or Sky On demand or Sky Go or Sky Kids at least weekly

		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	529	479	772	1102	236	843	863	1011	1022	700	1221	510	143
Effective Weighted Sample		1469	423	378	616	854	184	667	682	788	801	547	963	395	111
Total		1832	520	458	750	1082	225	810	829	1003	994	695	1213	491	129
1 star	(1.0)	53 3%	11 2%	5 1%	16 2%	38 3% b	4 2%	10 1%	11 1%	42 4% bc	12 1%	36 5% a	13 1%	20 4% a	20 16% ab
2 stars	(2.0)	87 5%	20 4%	17 4%	31 4%	57 5%	5 2%	28 3%	29 3%	59 6% bc	35 4%	35 5%	41 3%	34 7% a	13 10% a
3 stars	(3.0)	357 19%	112 21%	83 18%	155 21%	202 19%	31 14%	141 17%	147 18%	209 21% a	169 17%	148 21% a	203 17%	128 26% a	25 20%
4 stars	(4.0)	680 37%	195 38%	157 34%	272 36%	408 38%	84 37%	282 35%	291 35%	389 39%	375 38%	260 37%	462 38% c	188 38% c	30 24%
5 stars	(5.0)	655 36%	181 35%	197 43% ad	277 37%	378 35%	101 45% d	348 43% d	351 42% d	304 30%	403 41% b	216 31%	495 41% bc	121 25%	40 31%
RATING OF 4-5 OUT OF 5		1335 73%	377 72%	354 77%	549 73%	786 73%	184 82% d	631 78% d	642 77% d	693 69%	777 78% b	476 69%	956 79% bc	309 63%	70 55%
Mean score		4.0	4.0	4.1 acd	4.0	4.0	4.2 d	4.2 d	4.1 d	3.9	4.1 b	3.8	4.1 bc	3.7 c	3.4
Standard deviation		1.00	.96	.91	.96	1.03	.89	.91	.92	1.05	.90	1.08	.89	1.04	1.42
Standard error		.02	.04	.04	.03	.03	.06	.03	.03	.03	.03	.04	.03	.05	.12

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 34

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17F. Please give a star rating to show how much you think they like Sky TV channels or Sky Go. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches any Sky TV channels or NOW or Sky On demand or Sky Go or Sky Kids at least weekly

		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		1874	1098	521	255	1482	380	382	1372
Effective Weighted Sample		1469	864	408	197	1141	319	304	1069
Total		1832	1081	499	253	1419	399	361	1353
1 star	(1.0)	53	16	30	7	46	7	11	38
		3%	1%	6%	3%	3%	2%	3%	3%
				a					
2 stars	(2.0)	87	37	34	17	65	23	16	68
		5%	3%	7%	7%	5%	6%	4%	5%
				a	a				
3 stars	(3.0)	357	191	105	60	270	84	78	245
		19%	18%	21%	24%	19%	21%	22%	18%
4 stars	(4.0)	680	394	182	104	527	143	121	528
		37%	36%	36%	41%	37%	36%	34%	39%
5 stars	(5.0)	655	443	147	65	511	142	136	474
		36%	41%	30%	26%	36%	36%	38%	35%
			bc						
RATING OF 4-5 OUT OF 5		1335	837	330	169	1038	284	257	1002
		73%	77%	66%	67%	73%	71%	71%	74%
			bc						
Mean score		4.0	4.1	3.8	3.8	4.0	4.0	4.0	4.0
			bc						
Standard deviation		1.00	.92	1.13	.99	1.01	.98	1.02	.99
Standard error		.02	.03	.05	.06	.03	.05	.05	.03

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 35

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		1419	395	472	552	697	722	185	210	230	242	282	270	100	713	606
Effective Weighted Sample		1103	317	369	424	548	557	150	168	182	188	220	205	80	562	467
Total		1398	406	414	578	717	681	196	210	212	203	309	268	90	674	634
1 star	(1.0)	7 1%	2 *%	3 1%	2 *%	1 *%	6 1%	* *%	1 1%	* *%	3 1%	* *%	2 1%	- -%	5 1%	3 *%
2 stars	(2.0)	32 2%	13 3%	11 3%	8 1%	15 2%	16 2%	4 2%	9 4%	7 3%	4 2%	4 1%	3 1%	1 1%	23 3% c	8 1%
3 stars	(3.0)	283 20%	106 26% bc	80 19%	97 17%	150 21%	133 20%	51 26% f	55 26% def	45 21%	35 17%	55 18%	42 16%	30 33% bc	148 22% c	105 17%
4 stars	(4.0)	522 37%	154 38%	145 35%	223 39%	263 37%	258 38%	71 36%	83 40%	77 36%	68 34%	116 37%	107 40%	29 32%	241 36%	251 40%
5 stars	(5.0)	554 40%	132 32%	175 42% a	247 43% a	287 40%	267 39%	70 36%	62 29%	83 39%	92 46% b	134 43% b	113 42% b	30 33%	258 38%	267 42%
RATING OF 4-5 OUT OF 5		1076 77%	286 70%	320 77% a	470 81% a	551 77%	526 77%	141 72%	145 69%	160 75%	160 79% b	250 81% ab	221 82% ab	59 66%	499 74%	518 82% ab
Mean score		4.1	4.0	4.2 a	4.2 a	4.1	4.1	4.1	3.9	4.1	4.2 b	4.2 ab	4.2 b	4.0	4.1	4.2 ab
Standard deviation		.85	.87	.88	.80	.83	.87	.85	.88	.86	.90	.79	.81	.84	.89	.79
Standard error		.02	.04	.04	.03	.03	.03	.06	.06	.06	.06	.05	.05	.08	.03	.03

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 35

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		1419	928	186	202	103	541	292	331	252	887	304	806	122	1104	315
Effective Weighted Sample		1103	834	176	197	94	437	229	275	211	686	237	626	98	856	248
Total		1398	1178	104	71	46	510	384	249	255	877	289	792	119	1096	303
1 star	(1.0)	7 1%	6 1%	- -%	1 1%	* 1%	1 *%	2 *%	1 *%	3 1%	4 *%	- -%	4 1%	- -%	6 1%	1 *%
2 stars	(2.0)	32 2%	26 2%	2 2%	2 3%	2 3%	13 2%	7 2%	7 3%	5 2%	17 2%	5 2%	12 2%	- -%	23 2%	8 3%
3 stars	(3.0)	283 20%	238 20%	26 25% d	13 18%	7 14%	92 18%	86 22%	56 22%	49 19%	163 19% d	56 19% d	132 17% d	8 7%	208 19% d	75 25% acde
4 stars	(4.0)	522 37%	436 37%	37 36%	28 39%	21 46%	186 37%	155 40%	84 34%	97 38%	328 37%	98 34%	290 37%	40 34%	411 37%	111 37%
5 stars	(5.0)	554 40%	472 40%	38 37%	28 39%	16 36%	218 43%	134 35%	101 41%	101 40%	364 42%	129 45% f	353 45% f	72 60% abcef	448 41%	107 35%
RATING OF 4-5 OUT OF 5		1076 77%	908 77%	76 73%	55 78%	38 82%	404 79%	289 75%	186 74%	197 77%	693 79% f	227 79%	643 81% f	112 93% abcef	859 78% f	218 72%
Mean score		4.1	4.1	4.1	4.1	4.1	4.2	4.1	4.1	4.1	4.2 f	4.2 f	4.2 f	4.5 abcef	4.2 f	4.0
Standard deviation		.85	.85	.84	.90	.84	.83	.83	.88	.88	.83	.82	.82	.62	.84	.87
Standard error		.02	.03	.06	.06	.08	.04	.05	.05	.06	.03	.05	.03	.06	.03	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 35

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		1419	395	358	563	856	155	561	571	848	716	583	892	395	132
Effective Weighted Sample		1103	316	279	446	659	121	442	448	655	555	452	698	305	101
Total		1398	387	339	543	856	149	548	554	844	694	588	896	385	118
1 star	(1.0)	7 1%	- -%	* *%	* *%	7 1%	2 1%	* *%	2 *%	5 1%	3 *%	4 1%	2 *%	2 1%	3 2% a
2 stars	(2.0)	32 2%	9 2%	6 2%	11 2%	21 2%	3 2%	13 2%	13 2%	19 2%	8 1%	20 3% a	14 2%	15 4% a	2 2%
3 stars	(3.0)	283 20%	67 17%	64 19%	102 19%	182 21%	20 14%	95 17%	97 17%	187 22% a	108 16%	141 24% a	141 16%	104 27% a	38 32% a
4 stars	(4.0)	522 37%	143 37%	119 35%	197 36%	325 38%	44 30%	177 32%	179 32%	343 41% abc	253 37%	228 39%	335 37%	150 39%	37 31%
5 stars	(5.0)	554 40%	168 43%	150 44%	233 43%	322 38%	80 54% d	263 48% d	264 48% d	290 34%	322 46% b	195 33%	403 45% bc	113 29%	39 33%
RATING OF 4-5 OUT OF 5		1076 77%	311 80%	269 79%	430 79%	646 76%	124 83% d	440 80% d	443 80%	633 75%	575 83% b	423 72%	738 82% bc	263 68%	76 64%
Mean score		4.1	4.2 d	4.2 d	4.2 d	4.1	4.3 d	4.3 d	4.2 d	4.1	4.3 b	4.0	4.3 bc	3.9	3.9
Standard deviation		.85	.81	.81	.82	.87	.86	.83	.85	.84	.80	.88	.79	.88	.97
Standard error		.02	.04	.04	.03	.03	.07	.03	.04	.03	.03	.04	.03	.04	.08

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		1419	776	454	189	1181	229	291	1048
Effective Weighted Sample		1103	608	350	145	908	188	227	813
Total		1398	770	442	187	1135	252	276	1044
1 star	(1.0)	7	2	4	2	7	1	1	7
		1%	0%	1%	1%	1%	0%	0%	1%
2 stars	(2.0)	32	17	14	1	27	4	4	25
		2%	2%	3%	0%	2%	2%	1%	2%
3 stars	(3.0)	283	134	117	33	228	53	67	199
		20%	17%	26% ac	17%	20%	21%	24%	19%
4 stars	(4.0)	522	282	156	84	434	86	96	398
		37%	37%	35%	45% b	38%	34%	35%	38%
5 stars	(5.0)	554	334	152	68	439	108	108	415
		40%	43% b	34%	36%	39%	43%	39%	40%
RATING OF 4-5 OUT OF 5		1076	616	308	152	873	193	204	813
		77%	80% b	70%	81% b	77%	77%	74%	78%
Mean score		4.1	4.2 b	4.0	4.2	4.1	4.2	4.1	4.1
Standard deviation		.85	.82	.90	.79	.85	.84	.84	.85
Standard error		.02	.03	.04	.06	.02	.06	.05	.03

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 36

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		3033	1052	1077	904	1521	1512	524	528	530	547	467	437	302	1707	1024
Effective Weighted Sample		2400	850	854	714	1209	1193	422	429	421	434	376	339	244	1359	809
Total		3036	1079	959	998	1579	1457	546	533	487	472	545	453	278	1638	1120
1 star	(1.0)	6 *%	2 *%	1 *%	3 *%	4 *%	2 *%	2 *%	- -%	1 *%	- -%	1 *%	2 *%	1 *%	2 *%	3 *%
2 stars	(2.0)	23 1%	10 1%	4 *%	9 1%	10 1%	12 1%	6 1%	4 1%	2 *%	3 1%	3 1%	6 1%	2 1%	12 1%	9 1%
3 stars	(3.0)	187 6%	51 5%	56 6%	80 8% a	96 6%	91 6%	26 5%	25 5%	27 6%	29 6%	43 8%	37 8% b	5 2%	91 6% a	90 8% ab
4 stars	(4.0)	697 23%	207 19%	186 19%	304 30% ab	351 22%	345 24%	96 18%	111 21%	85 18%	101 21%	170 31% abcd	134 29% abcd	53 19%	317 19%	326 29% ab
5 stars	(5.0)	2123 70% c	810 75% c	711 74% c	603 60%	1117 71%	1007 69%	417 76% ef	393 74% ef	372 76% ef	339 72% ef	328 60%	275 61%	218 78% c	1215 74% c	691 62%
RATING OF 4-5 OUT OF 5		2820 93% c	1017 94% c	897 94% c	906 91%	1468 93%	1352 93%	513 94%	504 95% f	457 94%	440 93%	498 91%	408 90%	271 97% bc	1532 94% c	1017 91%
Mean score		4.6	4.7 c	4.7 c	4.5	4.6	4.6	4.7 ef	4.7 ef	4.7 ef	4.6 ef	4.5	4.5	4.7 c	4.7 c	4.5
Standard deviation		.66	.62	.62	.71	.65	.66	.64	.60	.62	.62	.68	.74	.55	.63	.70
Standard error		.01	.02	.02	.02	.02	.02	.03	.03	.03	.03	.03	.04	.03	.02	.02

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 36

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		3033	2038	409	387	199	953	663	731	679	1671	511	1432	167	2119	914
Effective Weighted Sample		2400	1844	386	379	184	780	534	607	574	1326	403	1140	131	1681	719
Total		3036	2580	233	135	88	902	878	571	685	1698	516	1446	168	2151	885
1 star	(1.0)	6	6	-	-	-	2	2	2	-	5	-	3	2	5	1
		*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	-%	*%	1%	*%	*%
														bf		
2 stars	(2.0)	23	18	2	1	2	10	5	5	3	8	7	12	2	19	4
		1%	1%	1%	1%	2%	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%
						a										
3 stars	(3.0)	187	158	17	6	6	72	58	22	35	125	49	99	13	149	38
		6%	6%	7%	4%	7%	8%	7%	4%	5%	7%	10%	7%	8%	7%	4%
							cd	c			f	f	f		f	
4 stars	(4.0)	697	604	46	31	15	232	191	120	154	395	117	351	40	507	189
		23%	23%	20%	23%	17%	26%	22%	21%	23%	23%	23%	24%	24%	24%	21%
							c									
5 stars	(5.0)	2123	1793	169	97	65	586	623	421	493	1164	343	980	111	1471	653
		70%	69%	72%	72%	74%	65%	71%	74%	72%	69%	66%	68%	66%	68%	74%
								a	a	a						abce
RATING OF 4-5 OUT OF 5		2820	2397	214	128	80	818	814	541	647	1559	460	1331	151	1978	842
		93%	93%	92%	95%	91%	91%	93%	95%	94%	92%	89%	92%	90%	92%	95%
					d				a	a						abcde
Mean score		4.6	4.6	4.6	4.7	4.6	4.5	4.6	4.7	4.7	4.6	4.5	4.6	4.5	4.6	4.7
								a	a	a						abcde
Standard deviation		.66	.66	.66	.58	.71	.71	.65	.63	.59	.68	.72	.68	.78	.68	.59
Standard error		.01	.01	.03	.03	.05	.02	.03	.02	.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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 36

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 EVER USES BITESIZE		LIKE OR DISLIKE BBC			
						CHILD WATCHES NEWSROUND WEEKLY									
		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		3033	836	625	1115	1918	288	1003	1027	2006	1324	1346	1735	964	334
Effective Weighted Sample		2400	675	497	895	1506	230	800	820	1580	1044	1062	1376	757	268
Total		3036	831	615	1103	1932	288	989	1015	2021	1323	1350	1768	952	316
1 star	(1.0)	6	-	-	-	6	-	-	-	6	3	1	5	2	-
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 stars	(2.0)	23	5	3	6	17	4	6	8	15	8	14	8	12	2
		1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
														a	
3 stars	(3.0)	187	54	43	73	114	24	69	71	116	92	80	98	70	19
		6%	7%	7%	7%	6%	8%	7%	7%	6%	7%	6%	6%	7%	6%
4 stars	(4.0)	697	187	109	233	463	57	224	231	465	317	300	421	221	55
		23%	23%	18%	21%	24%	20%	23%	23%	23%	24%	22%	24%	23%	17%
			b			b							c		
5 stars	(5.0)	2123	585	460	791	1333	203	690	705	1419	904	955	1236	648	239
		70%	70%	75%	72%	69%	70%	70%	69%	70%	68%	71%	70%	68%	76%
				d											b
RATING OF 4-5 OUT OF 5		2820	772	568	1024	1796	260	914	936	1884	1221	1255	1657	869	294
		93%	93%	92%	93%	93%	90%	92%	92%	93%	92%	93%	94%	91%	93%
													b		
Mean score		4.6	4.6	4.7	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.7
															b
Standard deviation		.66	.63	.63	.63	.67	.70	.64	.65	.66	.66	.65	.64	.70	.62
Standard error		.01	.02	.03	.02	.02	.04	.02	.02	.01	.02	.02	.02	.02	.03

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		3033	1434	1111	488	2371	632	662	2214
Effective Weighted Sample		2400	1138	874	389	1848	528	531	1741
Total		3036	1452	1085	499	2304	694	677	2205
1 star	(1.0)	6	5	2	-	6	-	1	2
		***	***	***	***	***	***	***	***
2 stars	(2.0)	23	9	9	5	20	2	6	13
		1%	1%	1%	1%	1%	***	1%	1%
3 stars	(3.0)	187	98	63	26	150	36	42	135
		6%	7%	6%	5%	7%	5%	6%	6%
4 stars	(4.0)	697	340	246	111	524	161	142	515
		23%	23%	23%	22%	23%	23%	21%	23%
5 stars	(5.0)	2123	1001	765	357	1604	496	485	1540
		70%	69%	71%	72%	70%	71%	72%	70%
RATING OF 4-5 OUT OF 5		2820	1341	1011	468	2128	656	627	2055
		93%	92%	93%	94%	92%	95%	93%	93%
Mean score		4.6	4.6	4.6	4.6	4.6	4.7	4.6	4.6
Standard deviation		.66	.67	.65	.63	.67	.59	.66	.63
Standard error		.01	.02	.02	.03	.01	.02	.03	.01

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 37

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total		2483	900	864	719	1161	1322	433	467	387	477	341	378	265	1396	822
Effective Weighted Sample		1956	727	677	562	920	1038	348	379	306	372	271	292	212	1107	644
Total		2421	909	757	755	1169	1253	444	465	350	407	374	381	240	1321	860
1 star	(1.0)	9	2	3	3	6	3	1	1	3	-	2	2	1	4	3
		*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%
2 stars	(2.0)	8	5	1	2	5	2	2	2	1	-	2	-	1	5	2
		*%	1%	*%	*%	*%	*%	1%	1%	*%	-%	*%	-%	*%	*%	*%
3 stars	(3.0)	170	62	52	56	95	75	37	25	29	23	29	27	13	96	61
		7%	7%	7%	7%	8%	6%	8%	5%	8%	6%	8%	7%	5%	7%	7%
4 stars	(4.0)	714	249	207	258	380	335	130	119	101	106	148	110	71	360	284
		30%	27%	27%	34%	32%	27%	29%	26%	29%	26%	40%	29%	29%	27%	33%
					ab	b						abcdf				b
5 stars	(5.0)	1520	591	494	435	682	838	273	318	216	279	193	242	154	857	509
		63%	65%	65%	58%	58%	67%	62%	68%	62%	68%	52%	64%	64%	65%	59%
			c	c		a	e	e	e	e	e	e	e		c	
RATING OF 4-5 OUT OF 5		2235	840	702	693	1062	1173	404	436	317	385	342	352	225	1216	793
		92%	92%	93%	92%	91%	94%	91%	94%	90%	94%	91%	92%	94%	92%	92%
						a	c				c					
Mean score		4.5	4.6	4.6	4.5	4.5	4.6	4.5	4.6	4.5	4.6	4.4	4.6	4.6	4.6	4.5
			c	c		a	ace		ace		ace	e				
Standard deviation		.67	.67	.66	.68	.71	.63	.69	.63	.74	.59	.69	.67	.66	.67	.67
Standard error		.01	.02	.02	.03	.02	.02	.03	.03	.04	.03	.04	.03	.04	.02	.02

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 37

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
			a	b	c	d	a	b	c	d	a	b	c	d	e	f
Significance Level: 95%																
Unweighted total		2483	1626	342	340	175	858	517	584	520	1458	415	1205	139	1805	678
Effective Weighted Sample		1956	1476	326	333	162	696	414	487	435	1149	326	952	112	1424	533
Total		2421	2035	191	118	76	790	670	454	508	1435	407	1181	140	1779	642
1 star	(1.0)	9	8	*	*	-	3	2	1	3	6	1	4	-	7	2
		*%	*%	*%	*%	-%	*%	*%	*%	1%	*%	*%	*%	-%	*%	*%
2 stars	(2.0)	8	7	*	1	-	5	2	-	1	7	1	2	1	7	1
		*%	*%	*%	1%	-%	1%	*%	-%	*%	1%	*%	*%	1%	*%	*%
3 stars	(3.0)	170	141	13	9	7	63	43	29	36	95	29	87	7	127	43
		7%	7%	7%	8%	9%	8%	6%	6%	7%	7%	7%	7%	5%	7%	7%
4 stars	(4.0)	714	589	63	38	25	230	202	125	156	414	126	344	45	524	190
		30%	29%	33%	32%	32%	29%	30%	28%	31%	29%	31%	29%	32%	29%	30%
5 stars	(5.0)	1520	1292	113	70	45	489	421	298	312	913	250	744	86	1114	406
		63%	63%	59%	60%	59%	62%	63%	66%	61%	64%	61%	63%	62%	63%	63%
RATING OF 4-5 OUT OF 5		2235	1880	177	108	70	720	624	423	468	1327	376	1088	131	1638	597
		92%	92%	92%	92%	91%	91%	93%	93%	92%	92%	92%	92%	94%	92%	93%
Mean score		4.5	4.5	4.5	4.5	4.5	4.5	4.6	4.6	4.5	4.5	4.5	4.5	4.6	4.5	4.6
Standard deviation		.67	.67	.66	.69	.66	.70	.65	.63	.68	.68	.66	.67	.64	.68	.65
Standard error		.01	.02	.04	.04	.05	.02	.03	.03	.03	.02	.03	.02	.05	.02	.02

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 37

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	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		2483	751	557	1006	1477	230	876	895	1588	1118	1080	1477	759	247
Effective Weighted Sample		1956	601	441	801	1155	182	689	703	1254	879	849	1162	600	197
Total		2421	729	536	972	1449	222	832	849	1572	1093	1055	1446	756	220
1 star	(1.0)	9	3	*	3	5	2	5	5	4	3	3	2	2	4
		%.0	%.0	%.0	%.0	%.0	1%	1%	1%	%.0	%.0	%.0	%.0	%.0	2% ab
2 stars	(2.0)	8	6	3	7	1	1	2	2	6	3	4	1	5	2
		%.0	1% d	1%	1% d	%.0	1%	%.0	%.0	%.0	%.0	%.0	%.0	1% a	1% a
3 stars	(3.0)	170	46	28	60	110	13	64	64	106	73	75	95	53	22
		7%	6%	5%	6%	8%	6%	8%	8%	7%	7%	7%	7%	7%	10%
4 stars	(4.0)	714	189	143	262	452	61	236	242	473	329	311	400	248	67
		30%	26%	27%	27%	31% ac	27%	28%	28%	30%	30%	29%	28%	33% a	30%
5 stars	(5.0)	1520	485	362	640	881	145	526	537	983	685	662	948	447	125
		63%	67% d	67% d	66% d	61%	66%	63%	63%	63%	63%	63%	66% bc	59%	57%
RATING OF 4-5 OUT OF 5		2235	674	505	902	1333	206	762	779	1456	1014	973	1348	695	192
		92%	93%	94%	93%	92%	93%	92%	92%	93%	93%	92%	93% c	92% c	87%
Mean score		4.5	4.6	4.6 d	4.6	4.5	4.6	4.5	4.5	4.5	4.5	4.5	4.6 bc	4.5	4.4
Standard deviation		.67	.69	.62	.67	.67	.70	.70	.69	.66	.66	.67	.63	.68	.85
Standard error		.01	.03	.03	.02	.02	.05	.02	.02	.02	.02	.02	.02	.02	.05

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17I. Please give a star rating to show how much you think they like Disney+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Disney+ at least weekly

		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		2483	1244	865	374	2027	444	552	1803
Effective Weighted Sample		1956	979	686	292	1578	370	438	1415
Total		2421	1228	831	362	1927	480	537	1766
1 star	(1.0)	9	3	4	1	6	3	2	7
		%.0	%.0	%.0	%.0	%.0	1%	%.0	%.0
2 stars	(2.0)	8	*	4	4	5	3	1	6
		%.0	%.0	%.0	1%	%.0	1%	%.0	%.0
				a					
3 stars	(3.0)	170	81	67	22	135	35	44	115
		7%	7%	8%	6%	7%	7%	8%	7%
4 stars	(4.0)	714	349	249	116	575	138	143	538
		30%	28%	30%	32%	30%	29%	27%	30%
5 stars	(5.0)	1520	794	507	219	1208	301	347	1100
		63%	65%	61%	60%	63%	63%	65%	62%
RATING OF 4-5 OUT OF 5		2235	1143	756	335	1782	439	490	1637
		92%	93%	91%	93%	92%	91%	91%	93%
Mean score		4.5	4.6	4.5	4.5	4.5	4.5	4.5	4.5
Standard deviation		.67	.64	.70	.69	.66	.71	.68	.67
Standard error		.01	.02	.02	.04	.01	.03	.03	.02

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		108	26	37	45	65	43	18	8	20	17	27	18	2	54	52
Effective Weighted Sample		88	22	30	36	53	35	15	7	17	14	22	15	2	45	42
Total		113	29	34	50	71	42	20	9	19	15	32	18	1	55	57
1 star	(1.0)	3	3	-	1	1	2	1	2	-	-	1	-	1	2	1
		3%	9%	-%	1%	2%	4%	4%	20%	-%	-%	2%	-%	66%	3%	1%
2 stars	(2.0)	4	1	1	2	3	2	1	-	1	-	*	2	-	2	2
		4%	4%	3%	5%	4%	4%	5%	-%	6%	-%	1%	10%	-%	4%	4%
3 stars	(3.0)	28	3	9	16	17	11	1	1	4	5	11	5	-	9	19
		25%	9%	27%	33%	24%	27%	7%	14%	23%	31%	35%	30%	-%	17%	33%
4 stars	(4.0)	38	7	13	19	26	12	7	*	8	5	11	7	-	17	21
		34%	23%	39%	37%	37%	29%	32%	4%	46%	30%	35%	41%	-%	32%	37%
5 stars	(5.0)	39	16	11	12	24	15	11	5	5	6	9	3	*	25	14
		34%	55%	32%	24%	34%	35%	52%	61%	26%	39%	27%	19%	34%	45%	25%
RATING OF 4-5 OUT OF 5		77	23	24	31	50	27	17	6	13	10	20	11	*	42	35
		68%	78%	70%	61%	71%	64%	84%	65%	72%	69%	62%	60%	34%	76%	62%
Mean score		3.9	4.1	4.0	3.8	4.0	3.9	4.2	3.9	3.9	4.1	3.8	3.7	2.4	4.1	3.8
Standard deviation		1.00	1.27	.85	.91	.95	1.09	1.06	1.70	.86	.86	.92	.92	5.87	1.04	.90
Standard error		.10	.25	.14	.14	.12	.17	.25	.60	.19	.21	.18	.22	4.15	.14	.12

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 38

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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		108	84	4	13	7	61	16	22	9	94	47	99	36	105	3
Effective Weighted Sample		88	76	4	13	6	53	14	18	8	77	38	80	29	85	3
Total		113	104	2	4	3	64	25	15	10	97	45	102	36	109	4
1 star	(1.0)	3	3	1	-	-	1	2	1	-	3	1	3	-	3	-
		3%	2%	29%	-%	-%	1%	7%	5%	-%	3%	2%	3%	-%	3%	-%
2 stars	(2.0)	4	4	*	-	-	2	2	1	-	3	1	4	-	4	-
		4%	4%	23%	-%	-%	2%	7%	7%	-%	3%	2%	4%	-%	4%	-%
3 stars	(3.0)	28	27	-	*	1	17	9	2	-	21	8	22	6	25	3
		25%	26%	-%	10%	37%	27%	36%	15%	-%	21%	17%	21%	16%	23%	77%
4 stars	(4.0)	38	36	*	1	1	23	4	5	5	37	21	36	17	38	-
		34%	35%	24%	31%	26%	37%	17%	38%	55%	38%	46%	35%	47%	35%	-%
5 stars	(5.0)	39	35	1	3	1	21	8	5	4	33	15	37	13	38	1
		34%	33%	25%	59%	37%	33%	33%	35%	45%	34%	33%	36%	36%	35%	23%
RATING OF 4-5 OUT OF 5		77	71	1	4	2	44	13	11	10	70	36	73	30	76	1
		68%	68%	48%	90%	63%	70%	50%	73%	100%	72%	79%	71%	84%	70%	23%
Mean score		3.9	3.9	2.9	4.5	4.0	4.0	3.6	3.9	4.5	4.0	4.1	4.0	4.2	4.0	3.5
Standard deviation		1.00	.98	2.24	.76	1.10	.89	1.24	1.15	.53	1.00	.86	1.02	.71	1.00	.98
Standard error		.10	.11	1.12	.21	.42	.11	.31	.25	.18	.10	.13	.10	.12	.10	.56

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 38

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		108	48	52	71	37	42	84	86	22	90	16	89	15	4
Effective Weighted Sample		88	40	42	58	30	35	70	71	18	73	14	72	13	3
Total		113	49	48	70	43	41	85	86	27	92	20	90	17	5
1 star	(1.0)	3	2	2	2	1	1	1	1	2	-	2	2	-	1
		3%	5%	4%	3%	2%	2%	2%	2%	7%	-%	12%	3%	-%	14%
2 stars	(2.0)	4	1	*	2	3	1	4	4	-	4	-	2	2	-
		4%	2%	1%	2%	7%	3%	5%	5%	-%	5%	-%	2%	12%	-%
3 stars	(3.0)	28	8	11	16	12	8	18	18	10	23	5	15	10	4
		25%	15%	24%	23%	28%	19%	22%	21%	36%	25%	25%	16%	58%	69%
4 stars	(4.0)	38	20	18	26	13	16	30	30	8	35	3	37	1	-
		34%	41%	37%	37%	30%	38%	35%	35%	30%	38%	17%	41%	7%	-%
5 stars	(5.0)	39	18	16	24	15	16	32	32	7	29	9	34	4	1
		34%	37%	34%	34%	34%	38%	37%	37%	27%	32%	46%	37%	24%	17%
RATING OF 4-5 OUT OF 5		77	38	34	50	27	31	61	62	16	64	13	71	5	1
		68%	77%	71%	71%	64%	76%	72%	72%	57%	70%	63%	79%	30%	17%
Mean score		3.9	4.0	4.0	4.0	3.9	4.1	4.0	4.0	3.7	4.0	3.9	4.1	3.4	3.1
Standard deviation		1.00	1.04	.99	.99	1.03	.92	.97	.97	1.09	.88	1.37	.94	1.01	1.24
Standard error		.10	.15	.14	.12	.17	.14	.11	.10	.23	.09	.34	.10	.26	.62

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	~b	~c	a	~b	~a	b
Unweighted total		108	83	19	6	80	27	18	85
Effective Weighted Sample		88	67	16	5	65	22	15	69
Total		113	84	23	6	83	28	20	89
1 star	(1.0)	3	3	1	-	3	-	1	2
		3%	3%	3%	-%	4%	-%	4%	3%
2 stars	(2.0)	4	2	2	-	4	-	-	4
		4%	3%	9%	-%	5%	-%	-%	5%
3 stars	(3.0)	28	13	12	3	19	7	5	22
		25%	15%	54%	54%	23%	26%	27%	25%
4 stars	(4.0)	38	34	2	2	23	15	6	30
		34%	41%	11%	27%	28%	55%	31%	33%
5 stars	(5.0)	39	32	5	1	33	5	8	30
		34%	38%	24%	19%	40%	19%	38%	34%
RATING OF 4-5 OUT OF 5		77	67	8	3	56	21	14	60
		68%	79%	34%	46%	68%	74%	69%	68%
Mean score		3.9	4.1	3.4	3.7	4.0	3.9	4.0	3.9
Standard deviation		1.00	.96	1.05	.86	1.09	.68	1.02	1.02
Standard error		.10	.11	.24	.35	.12	.13	.24	.11

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 39

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		277	64	102	111	144	133	37	27	56	46	51	60	14	142	121
Effective Weighted Sample		213	51	79	86	109	104	30	21	42	38	39	47	11	110	95
Total		266	63	85	119	139	127	38	25	46	39	55	64	11	125	130
2 stars	(2.0)	3	2	-	2	3	*	2	-	-	-	1	*	-	2	2
		1%	2%	-%	1%	2%	*%	4%	-%	-%	-%	2%	1%	-%	1%	1%
3 stars	(3.0)	8	3	2	3	2	6	1	1	*	2	-	3	1	3	3
		3%	4%	2%	3%	1%	5%	3%	5%	1%	4%	-%	5%	11%	3%	3%
4 stars	(4.0)	36	13	17	7	24	13	9	4	11	6	4	3	3	27	7
		14%	20%	20%	6%	17%	10%	24%	15%	24%	16%	7%	4%	28%	21%	5%
			c	c				f		ef						c
5 stars	(5.0)	44	10	15	19	24	20	6	4	9	7	9	9	1	23	21
		17%	16%	18%	16%	17%	16%	16%	17%	19%	17%	17%	15%	9%	18%	16%
RATING OF 4-5 OUT OF 5		81	23	33	25	48	33	15	8	20	13	13	12	4	49	27
		30%	36%	38%	21%	34%	26%	39%	32%	43%	33%	24%	19%	36%	39%	21%
				c						f					c	
Mean score		4.3	4.2	4.4	4.4	4.3	4.3	4.1	4.3	4.4	4.3	4.5	4.3	3.9	4.3	4.4
Standard deviation		.78	.83	.60	.90	.77	.79	.89	.75	.54	.70	.87	.94	.71	.71	.88
Standard error		.08	.15	.09	.17	.10	.12	.20	.21	.11	.17	.24	.24	.27	.09	.16

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 39

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	~b	c	~d	a	b	c	~d	a	b	c	d	e	~f
Unweighted total		277	186	29	34	28	154	45	57	21	206	107	216	64	248	29
Effective Weighted Sample		213	166	28	34	27	126	38	46	18	162	85	166	51	191	23
Total		266	229	15	12	11	137	69	39	22	196	103	208	60	238	28
2 stars	(2.0)	3	2	*	-	*	3	-	*	-	3	*	2	*	3	-
		1%	1%	3%	~%	4%	2%	~%	1%	~%	2%	*%	1%	1%	1%	~%
3 stars	(3.0)	8	7	-	1	-	4	2	2	-	8	2	8	-	8	-
		3%	3%	~%	5%	~%	3%	2%	6%	~%	4%	2%	4%	~%	3%	~%
4 stars	(4.0)	36	30	3	2	2	23	9	3	2	36	23	32	15	36	-
		14%	13%	19%	15%	17%	17%	12%	7%	9%	19%	22%	15%	25%	15%	~%
5 stars	(5.0)	44	38	1	2	2	26	7	8	4	44	28	43	23	44	-
		17%	17%	9%	21%	22%	19%	10%	20%	18%	23%	27%	21%	38%	19%	~%
														ace		
RATING OF 4-5 OUT OF 5		81	68	4	4	4	49	16	10	6	81	50	75	37	81	-
		30%	30%	27%	35%	39%	36%	23%	26%	28%	41%	49%	36%	62%	34%	~%
												ce		ace		
Mean score		4.3	4.3	4.1	4.4	4.3	4.3	4.3	4.3	4.7	4.3	4.5	4.4	4.6	4.3	-
														ae		
Standard deviation		.78	.77	.94	.79	.98	.81	.66	.92	.52	.78	.63	.75	.58	.78	-
Standard error		.08	.09	.31	.21	.28	.10	.18	.21	.20	.08	.08	.08	.09	.08	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 39

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES		LIKE OR DISLIKE BBC		
		WEEKLY									BITESIZE				
		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		277	101	109	144	133	79	181	184	93	203	61	216	45	16
Effective Weighted Sample		213	81	85	114	101	62	141	143	71	158	46	166	36	13
Total		266	92	100	132	134	76	170	172	95	198	58	205	42	19
2 stars	(2.0)	3	3	*	3	-	*	2	2	1	2	1	1	2	-
		1%	3%	*%	2%	-%	1%	1%	1%	1%	1%	2%	*%	5%	-%
													a		
3 stars	(3.0)	8	8	6	8	-	3	8	8	*	4	3	8	-	*
		3%	9%	6%	6%	-%	4%	5%	4%	*%	2%	5%	4%	-%	2%
			d	d	d										
4 stars	(4.0)	36	36	27	36	-	10	26	26	10	28	7	29	6	1
		14%	40%	27%	28%	-%	14%	16%	15%	11%	14%	12%	14%	15%	4%
			d	d	d										
5 stars	(5.0)	44	44	26	44	-	23	40	40	4	43	2	43	-	1
		17%	48%	26%	34%	-%	31%	24%	23%	4%	22%	3%	21%	-%	6%
			bcd	d	d		d	d	d		b		b		
RATING OF 4-5 OUT OF 5		81	81	53	81	-	34	67	67	14	71	9	73	6	2
		30%	88%	53%	61%	-%	44%	39%	39%	15%	36%	15%	35%	15%	10%
			bcd	d	d		d	d	d		b		b		
Mean score		4.3	4.3	4.3	4.3	-	4.5	4.4	4.4	4.1	4.5	3.7	4.4	3.5	4.4
							d	d	d		b		b		
Standard deviation		.78	.78	.69	.78	-	.70	.77	.77	.78	.71	.83	.71	.93	.97
Standard error		.08	.08	.08	.08	-	.11	.08	.08	.19	.08	.23	.07	.33	.56

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		277	204	56	17	209	68	49	212
Effective Weighted Sample		213	158	42	13	160	53	39	162
Total		266	193	55	18	202	64	48	205
2 stars	(2.0)	3	3	-	-	3	*	-	3
		1%	2%	-%	-%	1%	1%	-%	2%
3 stars	(3.0)	8	6	2	-	8	-	1	6
		3%	3%	4%	-%	4%	-%	2%	3%
4 stars	(4.0)	36	32	5	-	27	10	6	30
		14%	16%	9%	-%	13%	15%	13%	14%
5 stars	(5.0)	44	36	7	1	36	8	8	35
		17%	19%	13%	7%	18%	13%	16%	17%
RATING OF 4-5 OUT OF 5		81	67	12	1	63	18	14	65
		30%	35%	22%	7%	31%	29%	28%	32%
Mean score		4.3	4.3	4.4	5.0	4.3	4.4	4.5	4.3
Standard deviation		.78	.79	.75	-	.81	.65	.64	.80
Standard error		.08	.09	.19	-	.09	.13	.15	.09

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 40

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		1181	393	467	321	629	552	208	185	253	214	168	153	83	732	366
Effective Weighted Sample		936	317	374	252	499	437	166	151	202	173	134	118	69	584	288
Total		1144	392	412	341	620	525	209	183	231	180	180	161	75	683	386
1 star	(1.0)	12	4	4	3	4	7	1	4	4	*	-	3	1	8	3
		1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	0%	2%	1%	1%	1%
2 stars	(2.0)	29	6	10	14	16	13	3	2	7	3	6	7	-	14	14
		3%	1%	2%	4%	3%	2%	2%	1%	3%	2%	4%	4%	0%	2%	4%
3 stars	(3.0)	198	69	63	66	103	95	36	33	34	29	33	32	11	116	71
		17%	18%	15%	19%	17%	18%	17%	18%	15%	16%	19%	20%	15%	17%	18%
4 stars	(4.0)	412	132	151	129	229	183	69	62	85	66	75	55	29	238	146
		36%	34%	37%	38%	37%	35%	33%	34%	37%	37%	42%	34%	39%	35%	38%
5 stars	(5.0)	493	180	184	129	267	227	99	81	102	81	65	64	34	307	152
		43%	46%	45%	38%	43%	43%	48%	44%	44%	45%	36%	40%	46%	45%	39%
RATING OF 4-5 OUT OF 5		906	312	335	258	496	410	169	144	187	148	140	119	63	545	297
		79%	80%	81%	76%	80%	78%	81%	79%	81%	82%	78%	74%	84%	80%	77%
Mean score		4.2	4.2	4.2	4.1	4.2	4.2	4.3	4.2	4.2	4.2	4.1	4.0	4.3	4.2	4.1
								f								
Standard deviation		.88	.87	.86	.90	.86	.90	.82	.91	.90	.80	.83	.98	.79	.88	.89
Standard error		.03	.04	.04	.05	.03	.04	.06	.07	.06	.06	.06	.08	.09	.03	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 40

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17L. Please give a star rating to show how much you think they like Cartoon Network. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Cartoon Network at least weekly

		Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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		1181	804	142	154	81	505	220	249	206	792	290	803	118	993	188
Effective Weighted Sample		936	728	137	151	76	417	178	208	175	631	229	637	94	790	147
Total		1144	981	77	53	33	468	290	175	212	767	283	781	119	967	178
1 star	(1.0)	12	11	-	-	*	2	3	3	5	5	2	5	1	8	4
		1%	1%	-%	-%	1%	*%	1%	2%	2% a	1%	1%	1%	1%	1%	2%
2 stars	(2.0)	29	24	3	1	1	12	5	4	8	20	7	22	3	26	3
		3%	2%	3%	2%	3%	3%	2%	2%	4%	3%	2%	3%	2%	3%	2%
3 stars	(3.0)	198	169	17	9	3	76	45	35	42	128	41	127	20	168	30
		17%	17%	23% d	16%	10%	16%	16%	20%	20%	17%	14%	16%	17%	17%	17%
4 stars	(4.0)	412	353	24	21	14	153	119	61	79	275	94	274	32	338	75
		36%	36%	31%	40%	42%	33%	41%	35%	37%	36%	33%	35%	27%	35%	42% d
5 stars	(5.0)	493	424	33	22	14	225	118	72	78	339	139	352	64	428	66
		43%	43%	43%	42%	43%	48% d	41%	41%	37%	44%	49% f	45%	53% f	44%	37%
RATING OF 4-5 OUT OF 5		906	777	57	44	28	378	238	133	157	614	233	627	95	765	140
		79%	79%	74%	82%	85%	81%	82%	76%	74%	80%	82%	80%	80%	79%	79%
Mean score		4.2	4.2	4.1	4.2	4.2	4.3 d	4.2	4.1	4.0	4.2	4.3 f	4.2	4.3	4.2	4.1
Standard deviation		.88	.88	.89	.79	.88	.84	.82	.92	.96	.85	.85	.86	.89	.87	.90
Standard error		.03	.03	.07	.06	.10	.04	.06	.06	.07	.03	.05	.03	.08	.03	.07

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 40

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total		1181	423	390	600	581	172	631	643	538	716	356	839	262	80
Effective Weighted Sample		936	335	310	478	458	138	498	508	429	566	282	663	210	64
Total		1144	404	377	575	569	171	605	616	529	692	346	822	249	73
1 star	(1.0)	12	3	-	3	9	3	7	8	4	7	4	3	4	5
		1%	1%	-%	*%	2%	2%	1%	1%	1%	1%	1%	*%	2%	6%
						b							a	a	
2 stars	(2.0)	29	4	10	12	17	6	6	9	20	17	11	17	10	1
		3%	1%	3%	2%	3%	3%	1%	1%	4%	2%	3%	2%	4%	2%
						a				bc					
3 stars	(3.0)	198	68	62	96	103	30	86	87	111	114	70	120	66	11
		17%	17%	16%	17%	18%	17%	14%	14%	21%	16%	20%	15%	27%	15%
										bc				a	
4 stars	(4.0)	412	149	145	214	198	49	209	211	201	246	123	285	98	29
		36%	37%	39%	37%	35%	28%	35%	34%	38%	35%	36%	35%	39%	40%
										a					
5 stars	(5.0)	493	181	161	251	243	84	296	300	193	310	137	397	70	26
		43%	45%	43%	44%	43%	49%	49%	49%	37%	45%	40%	48%	28%	36%
							d	d	d				b		
RATING OF 4-5 OUT OF 5		906	330	306	465	441	133	505	511	394	555	260	682	168	56
		79%	82%	81%	81%	77%	78%	84%	83%	75%	80%	75%	83%	68%	77%
								d	d				b		
Mean score		4.2	4.2	4.2	4.2	4.1	4.2	4.3	4.3	4.1	4.2	4.1	4.3	3.9	4.0
								d	d				bc		
Standard deviation		.88	.81	.81	.83	.92	.95	.83	.86	.89	.87	.91	.82	.93	1.08
Standard error		.03	.04	.04	.03	.04	.07	.03	.03	.04	.03	.05	.03	.06	.12

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		1181	760	282	139	812	358	239	864
Effective Weighted Sample		936	599	227	111	629	300	188	684
Total		1144	738	264	142	756	376	234	837
1 star	(1.0)	12	5	4	4	9	3	4	7
		1%	1%	1%	3%	1%	1%	2%	1%
2 stars	(2.0)	29	16	7	5	22	7	5	21
		3%	2%	3%	4%	3%	2%	2%	3%
3 stars	(3.0)	198	111	62	25	149	46	56	124
		17%	15%	23% a	18%	20% b	12%	24% b	15%
4 stars	(4.0)	412	253	102	57	273	135	76	312
		36%	34%	39%	40%	36%	36%	33%	37%
5 stars	(5.0)	493	352	90	51	303	185	92	373
		43%	48% bc	34%	36%	40%	49% a	39%	45%
RATING OF 4-5 OUT OF 5		906	605	192	109	575	320	168	684
		79%	82% b	73%	76%	76%	85% a	72%	82% a
Mean score		4.2	4.3 bc	4.0	4.0	4.1	4.3 a	4.1	4.2 a
Standard deviation		.88	.84	.90	.96	.90	.81	.94	.85
Standard error		.03	.03	.05	.08	.03	.04	.06	.03

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 41

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		1305	480	504	321	671	634	254	226	263	241	154	167	122	813	370
Effective Weighted Sample		1037	389	398	256	535	504	205	184	209	190	125	132	100	644	296
Total		1253	479	437	337	666	586	255	224	236	201	176	161	113	757	383
1 star	(1.0)	11	3	3	5	9	2	3	-	3	-	3	2	2	4	5
		1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	2%	1%	2%	1%	1%
2 stars	(2.0)	23	5	11	8	15	8	2	2	7	4	6	2	*	13	10
		2%	1%	2%	2%	2%	1%	1%	1%	3%	2%	4%	1%	0%	2%	2%
3 stars	(3.0)	222	73	67	83	113	110	42	31	36	31	35	48	14	119	90
		18%	15%	15%	25% ab	17%	19%	16%	14%	15%	15%	20%	29% abcd	12%	16%	23% ab
4 stars	(4.0)	473	170	172	131	261	212	84	86	96	76	81	51	41	281	151
		38%	35%	39%	39%	39%	36%	33%	38%	41%	38%	46% af	31%	36%	37%	40%
5 stars	(5.0)	523	228	185	110	269	255	124	105	94	90	51	60	56	340	127
		42%	48% c	42% c	33%	40%	43%	49% ef	47% e	40% e	45% e	29%	37%	50% c	45% c	33%
RATING OF 4-5 OUT OF 5		996	398	356	242	529	467	208	190	190	166	131	110	97	621	279
		80%	83% c	82% c	72%	79%	80%	81% f	85% ef	81% f	83% f	75%	68%	86% c	82% c	73%
Mean score		4.2	4.3 c	4.2 c	4.0	4.1	4.2	4.3 ef	4.3 ef	4.2	4.3 ef	4.0	4.0	4.3 c	4.2 c	4.0
Standard deviation		.85	.81	.83	.89	.87	.81	.86	.74	.87	.79	.88	.91	.83	.82	.88
Standard error		.02	.04	.04	.05	.03	.03	.05	.05	.05	.05	.07	.07	.08	.03	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 41

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		1305	875	180	161	89	536	236	300	231	881	313	871	121	1107	198
Effective Weighted Sample		1037	794	174	159	83	441	193	248	197	703	245	695	94	881	156
Total		1253	1063	97	56	38	491	308	217	237	847	291	845	117	1069	184
1 star	(1.0)	11	11	-	-	-	4	2	1	5	9	1	7	-	10	1
		1%	1%	-%	-%	-%	1%	1%	*%	2%	1%	*%	1%	-%	1%	1%
2 stars	(2.0)	23	18	3	2	*	7	2	6	8	15	3	14	1	19	4
		2%	2%	3%	3%	1%	1%	1%	3%	3%	2%	1%	2%	1%	2%	2%
3 stars	(3.0)	222	188	16	9	8	80	60	43	39	143	47	125	18	181	41
		18%	18%	17%	16%	23%	16%	20%	20%	16%	17%	16%	15%	15%	17%	22% c
4 stars	(4.0)	473	408	35	18	12	189	106	83	95	313	115	320	43	401	72
		38%	38%	36%	32%	33%	39%	35%	38%	40%	37%	39%	38%	37%	38%	39%
5 stars	(5.0)	523	437	43	27	16	211	137	85	90	368	126	379	54	458	66
		42%	41%	45%	48%	43%	43%	44%	39%	38%	43%	43%	45% f	47%	43%	36%
RATING OF 4-5 OUT OF 5		996	845	78	45	29	400	243	168	185	681	241	698	98	859	137
		80%	80%	80%	80%	76%	82%	79%	77%	78%	80%	83%	83% f	84%	80%	75%
Mean score		4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.1	4.1	4.2	4.2 f	4.2 f	4.3 f	4.2	4.1
Standard deviation		.85	.85	.83	.85	.82	.82	.83	.84	.93	.85	.77	.82	.75	.84	.86
Standard error		.02	.03	.06	.07	.09	.04	.05	.05	.06	.03	.04	.03	.07	.03	.06

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 41

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 a	CBBC b	EITHER c	NEITHER d	WEBSITE a	IPLAYER/ CBBC	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b	DISLIKE c
								b							
Significance Level: 95%															
Unweighted total		1305	519	395	683	622	197	675	686	619	743	428	921	287	97
Effective Weighted Sample		1037	414	313	545	493	156	536	544	493	589	339	732	227	79
Total		1253	498	369	649	604	191	646	657	596	707	417	887	277	89
1 star	(1.0)	11 1%	5 1%	- -%	5 1%	6 1%	5 2%	6 1%	7 1%	4 1%	2 *%	6 1% a	3 *%	4 1%	4 5% a
2 stars	(2.0)	23 2%	7 1%	6 2%	9 1%	15 2%	1 1%	6 1%	7 1%	16 3% bc	11 2%	12 3%	13 1%	8 3%	3 3%
3 stars	(3.0)	222 18%	71 14%	69 19%	105 16%	117 19% a	33 18%	104 16%	106 16%	116 20%	114 16%	90 22% a	129 15%	70 25% a	23 25% a
4 stars	(4.0)	473 38%	176 35%	140 38%	243 37%	230 38%	66 34%	239 37%	244 37%	229 38%	278 39%	149 36%	342 39%	101 37%	30 34%
5 stars	(5.0)	523 42%	239 48% d	154 42%	287 44%	237 39%	86 45%	291 45% d	294 45% d	230 39%	302 43%	160 38%	401 45% bc	94 34%	29 32%
RATING OF 4-5 OUT OF 5		996 80%	415 83% d	295 80%	530 82%	466 77%	151 79%	530 82% d	538 82%	459 77%	580 82% b	309 74%	742 84% bc	195 70%	59 66%
Mean score		4.2	4.3 d	4.2	4.2 d	4.1	4.2	4.2 d	4.2 d	4.1	4.2 b	4.1	4.3 bc	4.0	3.9
Standard deviation		.85	.83	.79	.82	.87	.92	.82	.83	.86	.79	.91	.78	.91	1.07
Standard error		.02	.04	.04	.03	.03	.07	.03	.03	.03	.03	.04	.03	.05	.11

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		1305	816	317	172	921	373	252	970
Effective Weighted Sample		1037	651	250	136	718	310	203	765
Total		1253	784	301	168	854	386	243	932
1 star	(1.0)	11	3	6	1	9	2	3	7
		1%	3%	2%	1%	1%	3%	1%	1%
2 stars	(2.0)	23	11	9	3	17	6	8	14
		2%	1%	3%	2%	2%	2%	3%	2%
3 stars	(3.0)	222	102	86	34	166	53	48	161
		18%	13%	29%	20%	19%	14%	20%	17%
4 stars	(4.0)	473	301	103	69	336	132	89	354
		38%	38%	34%	41%	39%	34%	37%	38%
5 stars	(5.0)	523	366	96	61	325	193	95	395
		42%	47%	32%	36%	38%	50%	39%	42%
RATING OF 4-5 OUT OF 5		996	667	200	130	662	325	184	749
		80%	85%	66%	77%	78%	84%	76%	80%
Mean score		4.2	4.3	3.9	4.1	4.1	4.3	4.1	4.2
Standard deviation		.85	.78	.95	.83	.86	.80	.91	.83
Standard error		.02	.03	.05	.06	.03	.04	.06	.03

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 42

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17N. Please give a star rating to show how much you think they like POP/ Tiny Pop/ Pop Max. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches POP/ Tiny Pop/ Pop Max at least weekly

		CHILD'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		583	283	180	120	278	305	126	157	90	90	62	58	74	370	139
Effective Weighted Sample		476	233	146	97	227	249	104	129	73	74	51	47	62	303	112
Total		572	286	164	122	282	290	130	156	85	79	67	55	70	358	144
1 star	(1.0)	9	2	3	4	7	3	1	1	3	-	3	2	1	2	6
		2%	1%	2%	4%	2%	1%	1%	1%	3%	-%	4%	3%	1%	1%	4%
2 stars	(2.0)	23	8	6	10	12	11	2	5	3	3	7	3	2	10	12
		4%	3%	4%	8% a	4%	4%	2%	3%	4%	3%	10% a	5%	3%	3%	8% b
3 stars	(3.0)	108	50	28	30	50	58	21	29	14	14	15	15	11	61	35
		19%	18%	17%	24%	18%	20%	16%	19%	17%	17%	22%	27%	16%	17%	24%
4 stars	(4.0)	197	98	55	45	105	93	54	44	23	32	28	17	30	116	51
		34%	34%	33%	37%	37%	32%	42% bc	28%	27%	40%	42%	31%	42%	32%	36%
5 stars	(5.0)	235	128	73	33	108	127	51	77	42	31	15	19	26	169	40
		41% c	45% c	45% c	27%	38%	44%	39% e	49% e	50% e	39% e	22%	34%	37% c	47% c	27%
RATING OF 4-5 OUT OF 5		432	226	128	78	213	219	105	121	65	63	43	35	56	286	91
		76% c	79% c	78% c	64%	76%	76%	81% ef	77%	76%	80%	64%	64%	80% c	80% c	63%
Mean score		4.1	4.2 c	4.2 c	3.8	4.0	4.1	4.2 e	4.2 ef	4.2 e	4.2 e	3.7	3.9	4.1 c	4.2 c	3.7
Standard deviation		.95	.87	.94	1.06	.97	.92	.83	.91	1.04	.82	1.06	1.05	.86	.87	1.09
Standard error		.04	.05	.07	.10	.06	.05	.07	.07	.11	.09	.13	.14	.10	.05	.09

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 42

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17N. Please give a star rating to show how much you think they like POP/ Tiny Pop/ Pop Max. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches POP/ Tiny Pop/ Pop Max at least weekly

		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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		583	418	52	72	41	239	103	123	116	467	146	435	70	538	45
Effective Weighted Sample		476	384	50	71	39	202	85	101	99	380	116	355	57	440	36
Total		572	503	27	25	18	228	131	95	118	461	136	422	68	531	41
1 star	(1.0)	9	9	-	-	*	4	2	2	1	8	1	5	-	9	-
		2%	2%	-%	-%	2%	2%	1%	3%	1%	2%	1%	1%	-%	2%	-%
2 stars	(2.0)	23	21	1	1	1	10	6	2	6	18	3	17	2	21	3
		4%	4%	2%	5%	3%	4%	5%	2%	5%	4%	3%	4%	2%	4%	6%
3 stars	(3.0)	108	90	8	5	5	37	27	20	23	78	28	73	11	95	12
		19%	18%	29%	20%	26%	16%	20%	22%	20%	17%	21%	17%	16%	18%	30%
4 stars	(4.0)	197	177	10	7	4	75	45	39	38	159	44	137	20	184	13
		34%	35%	37%	27%	23%	33%	34%	42%	32%	35%	32%	33%	29%	35%	32%
5 stars	(5.0)	235	206	8	12	8	103	51	31	50	198	59	190	36	222	13
		41%	41%	31%	49%	47%	45%	39%	32%	43%	43%	44%	45%	53%	42%	32%
							c									
RATING OF 4-5 OUT OF 5		432	383	18	19	13	178	96	70	88	357	104	328	56	406	27
		76%	76%	69%	75%	69%	78%	74%	74%	75%	78%	76%	78%	82%	76%	64%
Mean score		4.1	4.1	4.0	4.2	4.1	4.2	4.1	4.0	4.1	4.1	4.2	4.2	4.3	4.1	3.9
														f		
Standard deviation		.95	.95	.84	.93	1.04	.95	.96	.92	.95	.95	.89	.93	.83	.95	.94
Standard error		.04	.05	.12	.11	.16	.06	.09	.08	.09	.04	.07	.04	.10	.04	.14

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 42

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17N. Please give a star rating to show how much you think they like POP/ Tiny Pop/ Pop Max. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches POP/ Tiny Pop/ Pop Max at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC			
		Total	CBEEBIES a	CBBC b	EITHER c	NEITHER d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b	DISLIKE c
Significance Level: 95%															
Unweighted total		583	328	242	394	189	110	319	324	259	345	160	427	118	38
Effective Weighted Sample		476	269	197	323	153	89	259	263	213	279	131	348	96	32
Total		572	324	235	385	187	107	304	309	263	337	161	421	115	36
1 star	(1.0)	9 2%	7 2%	3 1%	8 2%	2 1%	2 2%	3 1%	3 1%	6 2%	4 1%	3 2%	2 *% a	4 3% a	4 11% a
2 stars	(2.0)	23 4%	9 3%	12 5%	13 3%	10 5%	4 4%	9 3%	9 3%	14 6%	15 4%	8 5%	14 3%	7 6%	2 5%
3 stars	(3.0)	108 19%	55 17%	39 17%	62 16%	45 24% c	19 18%	50 16%	52 17%	56 21%	63 19%	28 17%	65 15%	33 29% a	10 26%
4 stars	(4.0)	197 34%	114 35%	73 31%	137 36%	60 32%	31 29%	93 30%	93 30%	105 40% bc	106 32%	61 38%	151 36%	36 31%	10 28%
5 stars	(5.0)	235 41%	139 43%	108 46%	165 43%	70 37%	51 48% d	150 49% d	153 50% d	82 31%	148 44%	61 38%	188 45% b	36 31%	11 30%
RATING OF 4-5 OUT OF 5		432 76%	253 78%	181 77%	302 78% d	130 70%	82 77%	243 80% d	246 80% d	186 71%	254 76%	123 76%	340 81% bc	72 62%	21 58%
Mean score		4.1	4.1	4.2	4.1	4.0	4.2 d	4.2 d	4.2 d	3.9	4.1	4.1	4.2 bc	3.8	3.6
Standard deviation		.95	.94	.96	.94	.96	.98	.89	.89	.98	.95	.95	.86	1.04	1.28
Standard error		.04	.05	.06	.05	.07	.09	.05	.05	.06	.05	.08	.04	.10	.21

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q17N. Please give a star rating to show how much you think they like POP/ Tiny Pop/ Pop Max. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches POP/ Tiny Pop/ Pop Max at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		583	383	125	75	385	190	142	399
Effective Weighted Sample		476	312	102	61	307	162	116	323
Total		572	379	121	72	359	203	136	395
1 star	(1.0)	9	3	4	2	7	3	3	5
		2%	1%	4%	3%	2%	1%	2%	1%
2 stars	(2.0)			a					
		23	10	10	3	19	3	4	17
		4%	3%	8%	4%	5%	1%	3%	4%
				a					
3 stars	(3.0)	108	61	29	18	80	27	30	66
		19%	16%	24%	25%	22%	13%	22%	17%
						b			
4 stars	(4.0)	197	135	35	27	123	66	42	145
		34%	36%	29%	37%	34%	32%	31%	37%
5 stars	(5.0)								
		235	170	42	23	130	104	56	163
		41%	45%	35%	32%	36%	51%	41%	41%
							a		
RATING OF 4-5 OUT OF 5		432	305	77	50	253	170	98	308
		76%	80%	64%	69%	71%	84%	72%	78%
			b				a		
Mean score		4.1	4.2	3.8	3.9	4.0	4.3	4.1	4.1
			bc				a		
Standard deviation		.95	.86	1.11	.98	.98	.86	1.00	.92
		.04	.04	.10	.11	.05	.06	.08	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 43

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q170. Please give a star rating to show how much you think they like Paramount+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Paramount+ at least weekly

		CHILD'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		308	90	84	134	160	148	52	38	46	38	62	72	25	137	146
Effective Weighted Sample		241	72	69	101	126	115	43	30	38	32	47	54	21	110	111
Total		285	91	70	123	147	138	53	38	37	33	57	66	21	127	137
1 star	(1.0)	3	3	1	-	2	2	2	1	-	1	-	-	*	3	-
		1%	3%	1%	-%	1%	1%	3%	3%	-%	2%	-%	-%	2%	2%	-%
2 stars	(2.0)	13	6	2	4	9	4	4	2	2	*	4	1	2	7	4
		5%	7%	3%	4%	6%	3%	7%	6%	5%	1%	6%	1%	9%	5%	3%
3 stars	(3.0)	42	11	9	21	19	23	8	3	6	3	4	17	5	15	22
		15%	12%	13%	17%	13%	17%	16%	8%	16%	10%	7%	26% e	22%	12%	16%
4 stars	(4.0)	103	37	22	43	55	48	19	18	16	6	19	24	9	46	47
		36%	41%	32%	35%	37%	35%	37%	47% d	44% d	19%	33%	36%	46%	36%	35%
5 stars	(5.0)	124	33	35	55	63	61	19	14	13	23	30	25	4	56	63
		44%	37%	50%	45%	43%	45%	37%	36%	34%	68% abcf	53%	38%	21%	44%	46%
RATING OF 4-5 OUT OF 5		226	71	58	98	117	109	39	32	29	29	50	49	14	102	110
		80%	78%	82%	79%	80%	79%	74%	84%	78%	87%	87%	73%	67%	80%	81%
Mean score		4.2	4.0	4.3	4.2	4.1	4.2	4.0	4.1	4.1	4.5 af	4.3	4.1	3.8	4.1	4.2
Standard deviation		.92	1.01	.89	.85	.94	.89	1.06	.96	.86	.90	.87	.83	.96	.98	.84
Standard error		.05	.11	.10	.07	.07	.07	.15	.16	.13	.15	.11	.10	.19	.08	.07

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 43

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q170. Please give a star rating to show how much you think they like Paramount+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Paramount+ at least weekly

		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		308	192	48	44	24	152	52	59	44	223	91	216	58	259	49
Effective Weighted Sample		241	174	44	43	22	123	42	49	37	175	74	172	49	204	37
Total		285	232	27	15	10	133	67	42	42	212	83	202	54	241	43
1 star	(1.0)	3	2	1	*	1	2	1	-	1	3	-	3	-	3	-
		1%	1%	3%	2%	6%	1%	2%	-%	1%	2%	-%	1%	-%	1%	-%
2 stars	(2.0)	13	8	3	1	1	6	3	1	3	9	1	7	2	9	4
		5%	4%	10%	7%	7%	5%	5%	2%	6%	4%	2%	4%	4%	4%	10%
3 stars	(3.0)	42	31	4	3	3	14	14	7	7	27	7	22	6	35	7
		15%	14%	16%	22%	27%	10%	21%	18%	16%	13%	8%	11%	12%	15%	15%
4 stars	(4.0)	103	89	6	4	3	48	23	17	14	80	34	76	19	90	12
		36%	38%	23%	28%	29%	36%	34%	41%	33%	38%	41%	37%	36%	37%	28%
5 stars	(5.0)	124	102	13	6	3	63	27	17	18	92	41	94	26	104	20
		44%	44%	49%	40%	30%	47%	40%	39%	43%	44%	49%	47%	49%	43%	46%
RATING OF 4-5 OUT OF 5		226	191	19	11	6	111	49	34	32	173	75	170	45	194	32
		80%	82%	71%	69%	59%	83%	73%	80%	77%	82%	91% ef	84%	85%	80%	75%
Mean score		4.2	4.2	4.0	4.0	3.7	4.2	4.1	4.2	4.1	4.2	4.4	4.2	4.3	4.2	4.1
Standard deviation		.92	.86	1.15	1.08	1.22	.91	.97	.80	.99	.92	.71	.88	.82	.90	1.01
Standard error		.05	.06	.17	.16	.25	.07	.13	.10	.15	.06	.07	.06	.11	.06	.14

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 43

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q170. Please give a star rating to show how much you think they like Paramount+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Paramount+ at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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		308	101	99	142	166	57	174	174	134	192	90	231	52	25
Effective Weighted Sample		241	82	80	114	126	48	139	139	102	151	69	181	40	20
Total		285	97	94	133	152	56	165	165	119	176	86	222	42	20
1 star	(1.0)	3	1	2	2	1	1	1	1	3	-	3	1	2	-
		1%	1%	2%	2%	1%	1%	1%	1%	2%	0%	3%	1%	5%	0%
2 stars	(2.0)	13	4	4	4	9	-	4	4	9	4	6	7	4	2
		5%	4%	5%	3%	6%	0%	2%	2%	8%	2%	7%	3%	10%	8%
3 stars	(3.0)	42	10	10	14	28	8	16	16	26	19	18	32	6	4
		15%	10%	10%	10%	18%	15%	10%	10%	22% bc	11%	21% a	14%	14%	19%
4 stars	(4.0)	103	39	36	52	50	20	63	63	39	66	28	75	20	7
		36%	40%	39%	39%	33%	36%	38%	38%	33%	37%	33%	34%	47%	36%
5 stars	(5.0)	124	44	42	60	64	27	82	82	42	88	31	107	10	7
		44%	46%	45%	45%	42%	48%	49% d	49% d	36%	50%	36%	48% b	24%	37%
RATING OF 4-5 OUT OF 5		226	83	79	112	114	47	145	145	82	154	59	182	30	15
		80%	86%	83%	85%	75%	84% d	88% d	88% d	69%	87% b	69%	82%	71%	73%
Mean score		4.2	4.3	4.2	4.2	4.1	4.3 d	4.3 d	4.3 d	3.9	4.4 b	3.9	4.3 b	3.7	4.0
Standard deviation		.92	.84	.93	.89	.94	.81	.78	.78	1.04	.76	1.07	.86	1.10	.96
Standard error		.05	.08	.09	.07	.07	.11	.06	.06	.09	.05	.11	.06	.15	.19

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q170. Please give a star rating to show how much you think they like Paramount+. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches Paramount+ at least weekly

		CHILD WOULD MISS THE BBC				CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	~c	a	b	a	b
Unweighted total		308	195	85	28	242	65	62	230
Effective Weighted Sample		241	154	67	20	186	54	51	177
Total		285	187	77	21	223	61	55	217
1 star	(1.0)	3	3	1	-	3	*	*	3
		1%	1%	1%	-%	1%	1%	1%	1%
2 stars	(2.0)	13	6	5	2	13	-	2	11
		5%	3%	7%	7%	6%	-%	3%	5%
3 stars	(3.0)	42	28	10	4	34	7	3	35
		15%	15%	13%	20%	15%	11%	6%	16%
4 stars	(4.0)	103	61	33	9	75	28	22	76
		36%	32%	44%	42%	34%	45%	40%	35%
5 stars	(5.0)	124	90	28	6	98	26	28	91
		44%	48%	36%	31%	44%	43%	51%	42%
RATING OF 4-5 OUT OF 5		226	151	61	15	173	54	50	167
		80%	80%	80%	73%	78%	88%	91%	77%
								b	
Mean score		4.2	4.2	4.1	4.0	4.1	4.3	4.4	4.1
Standard deviation		.92	.92	.91	.92	.96	.71	.78	.95
Standard error		.05	.07	.10	.17	.06	.09	.10	.06

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 44

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		723	192	237	294	356	367	91	101	115	122	150	144	49	352	322
Effective Weighted Sample		564	153	185	230	277	289	73	80	89	97	116	114	38	277	251
Total		709	195	209	305	363	346	95	101	108	100	160	145	45	332	332
1 star	(1.0)	8	3	-	5	6	2	2	1	-	-	4	*	1	3	5
		1%	2%	-%	1%	2%	1%	2%	1%	-%	-%	3%	*%	2%	1%	1%
2 stars	(2.0)	46	23	10	13	22	24	13	10	5	5	4	9	10	21	15
		6%	12%	5%	4%	6%	7%	13%	10%	5%	5%	2%	6%	23%	6%	4%
3 stars	(3.0)	212	49	63	100	113	99	20	28	36	27	57	43	13	90	108
		30%	25%	30%	33%	31%	29%	22%	28%	33%	27%	35%	30%	28%	27%	33%
4 stars	(4.0)	283	82	78	123	148	135	43	39	39	39	66	57	14	141	129
		40%	42%	38%	40%	41%	39%	46%	38%	36%	39%	41%	39%	30%	42%	39%
5 stars	(5.0)	160	38	57	65	75	85	16	22	29	29	30	35	8	77	76
		23%	19%	27%	21%	21%	25%	17%	22%	26%	29%	19%	24%	17%	23%	23%
RATING OF 4-5 OUT OF 5		443	120	136	188	223	221	59	61	68	68	96	92	21	218	204
		63%	62%	65%	62%	61%	64%	63%	60%	62%	68%	60%	64%	47%	66%	62%
														a		
Mean score		3.8	3.7	3.9	3.8	3.7	3.8	3.6	3.7	3.8	3.9	3.7	3.8	3.4	3.8	3.8
				a							a				a	a
Standard deviation		.91	.98	.87	.89	.91	.91	.99	.97	.87	.87	.89	.89	1.07	.89	.90
Standard error		.03	.07	.06	.05	.05	.05	.10	.10	.08	.08	.07	.07	.15	.05	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 44

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18A. Please give a star rating to show how much you think they like BBC Radio stations. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to BBC Radio stations at least weekly

		Total	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		723	471	94	102	56	322	144	159	97	528	723	514	138	723	-
Effective Weighted Sample		564	426	88	100	51	261	115	132	80	413	564	399	106	564	-
Total		709	596	53	36	24	306	191	120	92	522	709	496	134	709	-
1 star	(1.0)	8	6	-	2	-	1	3	3	1	4	8	2	-	8	-
		1%	1%	-%	6%	-%	*%	2%	3%	1%	1%	1%	*%	-%	1%	-%
					ab				a							
2 stars	(2.0)	46	39	3	2	1	29	7	7	2	29	46	18	3	46	-
		6%	7%	6%	6%	6%	9%	4%	6%	3%	5%	6%	4%	2%	6%	-%
							d					c			c	
3 stars	(3.0)	212	177	22	9	4	78	71	33	30	150	212	132	25	212	-
		30%	30%	41%	25%	18%	26%	37%	27%	32%	29%	30%	27%	18%	30%	-%
				acd				a			d	d			d	
4 stars	(4.0)	283	241	18	12	12	119	83	43	38	217	283	212	52	283	-
		40%	40%	34%	35%	52%	39%	43%	36%	41%	42%	40%	43%	39%	40%	-%
						bc										
5 stars	(5.0)	160	134	10	11	6	79	27	33	21	123	160	133	54	160	-
		23%	22%	19%	29%	24%	26%	14%	28%	23%	23%	23%	27%	40%	23%	-%
							b		b					abce		
RATING OF 4-5 OUT OF 5		443	374	28	23	18	198	110	76	59	340	443	345	106	443	-
		63%	63%	53%	64%	76%	65%	57%	64%	64%	65%	63%	69%	79%	63%	-%
						b							be	abe		
Mean score		3.8	3.8	3.7	3.8	3.9	3.8	3.6	3.8	3.8	3.8	3.8	3.9	4.2	3.8	-
													be	abce		
Standard deviation		.91	.91	.86	1.12	.83	.94	.83	1.00	.86	.88	.91	.84	.81	.91	-
Standard error		.03	.04	.09	.11	.11	.05	.07	.08	.09	.04	.03	.04	.07	.03	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 44

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		723	237	239	339	384	141	399	407	316	467	201	583	125	15
Effective Weighted Sample		564	185	189	267	298	113	315	321	244	367	156	455	98	13
Total		709	231	230	331	378	138	388	393	316	460	201	573	124	13
1 star	(1.0)	8	1	*	1	7	1	1	1	7	2	5	3	3	2
		1%	*%	*%	*%	2%	1%	*%	*%	2% bc	1%	2%	1%	2%	19%
2 stars	(2.0)	46	19	19	24	22	4	11	12	34	20	19	32	10	4
		6%	8%	8%	7%	6%	3%	3%	3%	11% abc	4%	10% a	6%	8%	30%
3 stars	(3.0)	212	56	58	87	125	30	88	91	121	123	72	151	57	4
		30%	24%	25%	26%	33% a	22%	23%	23%	38% abc	27%	36% a	26%	46% a	29%
4 stars	(4.0)	283	97	83	131	153	53	159	160	123	188	77	241	41	1
		40%	42%	36%	39%	40%	39%	41%	41%	39%	41%	38%	42%	33%	9%
5 stars	(5.0)	160	58	70	89	72	50	130	130	31	126	28	146	13	2
		23%	25%	30% d	27% d	19%	36% d	33% d	33% d	10% d	27% b	14% b	26% b	10%	12%
RATING OF 4-5 OUT OF 5		443	155	153	219	224	104	288	290	154	315	105	387	54	3
		63%	67%	66%	66%	59%	75% d	74% d	74% d	49%	68% b	52%	68% b	43%	22%
Mean score		3.8	3.8	3.9 d	3.9 d	3.7	4.1 d	4.0 d	4.0 d	3.4	3.9 b	3.5	3.9 b	3.4	2.7
Standard deviation		.91	.91	.94	.91	.91	.86	.84	.84	.89	.87	.93	.88	.86	1.29
Standard error		.03	.06	.06	.05	.05	.07	.04	.04	.05	.04	.07	.04	.08	.33

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%				a	b	c	a	b	a	b
Unweighted total			723	524	113	86	557	159	163	519
Effective Weighted Sample			564	411	89	65	429	130	127	407
Total			709	518	113	78	536	167	165	510
1 star	(1.0)	8	3	2	3	4	3	2	5	
		1%	1%	2%	3%	1%	2%	1%	1%	
2 stars	(2.0)	46	25	12	9	35	10	9	34	
		6%	5%	10%	11%	7%	6%	5%	7%	
3 stars	(3.0)	212	135	42	35	171	39	48	155	
		30%	26%	37%	45%	32%	24%	29%	30%	
4 stars	(4.0)	283	216	42	25	224	58	68	197	
		40%	42%	37%	32%	42%	35%	41%	39%	
5 stars	(5.0)	160	139	15	6	102	56	38	117	
		23%	27% bc	13%	8%	19%	34% a	23%	23%	
RATING OF 4-5 OUT OF 5			443	355	57	31	326	114	106	314
			63%	68% bc	51%	40%	61%	68%	64%	62%
Mean score			3.8	3.9 bc	3.5	3.3	3.7	3.9 a	3.8	3.8
Standard deviation			.91	.87	.93	.90	.87	1.00	.90	.92
Standard error			.03	.04	.09	.10	.04	.08	.07	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 45

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		328	93	113	122	152	176	44	49	55	58	53	69	25	170	133
Effective Weighted Sample		258	75	88	95	118	140	35	40	42	46	42	54	21	133	104
Total		318	91	102	125	156	162	45	47	51	51	60	64	23	157	138
1 star	(1.0)	2	1	1	-	1	1	1	-	-	1	-	-	1	1	-
		1%	1%	1%	-%	*%	1%	2%	-%	-%	2%	-%	-%	3%	1%	-%
2 stars	(2.0)	19	6	7	7	12	7	3	2	4	3	5	2	1	11	8
		6%	6%	7%	5%	8%	4%	7%	5%	8%	6%	8%	3%	4%	7%	6%
3 stars	(3.0)	85	29	22	34	41	44	14	15	11	11	16	18	7	41	38
		27%	32%	22%	28%	26%	27%	31%	33%	21%	22%	27%	28%	29%	26%	28%
4 stars	(4.0)	107	26	32	49	49	58	11	15	14	18	24	25	8	50	50
		34%	29%	31%	39%	32%	36%	25%	32%	28%	35%	39%	38%	33%	32%	36%
5 stars	(5.0)	105	30	40	35	53	52	16	14	22	18	15	20	7	55	42
		33%	33%	39%	28%	34%	32%	35%	30%	43%	35%	25%	31%	30%	35%	31%
RATING OF 4-5 OUT OF 5		211	56	71	84	102	109	27	29	36	36	39	45	14	105	92
		67%	62%	70%	67%	65%	67%	61%	62%	70%	70%	65%	69%	64%	67%	67%
Mean score		3.9	3.9	4.0	3.9	3.9	3.9	3.9	3.9	4.1	4.0	3.8	4.0	3.8	3.9	3.9
Standard deviation		.94	.98	1.00	.88	.98	.91	1.04	.92	.99	1.01	.91	.84	1.03	.97	.90
Standard error		.05	.10	.09	.08	.08	.07	.16	.13	.13	.13	.13	.10	.21	.07	.08

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 45

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18B. Please give a star rating to show how much you think they like Any Absolute radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Absolute radio at least weekly

		Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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		328	212	48	40	28	165	64	68	31	229	120	248	69	293	35
Effective Weighted Sample		258	193	45	39	26	135	53	55	26	181	94	197	56	232	26
Total		318	266	27	14	11	152	87	51	28	218	112	245	62	285	32
1 star	(1.0)	2	1	*	-	-	1	-	1	-	1	1	1	-	1	1
		1%	1%	2%	-%	-%	1%	-%	1%	-%	1%	1%	1%	-%	1%	3%
																e
2 stars	(2.0)	19	17	*	*	1	5	12	1	2	18	9	15	-	19	-
		6%	6%	2%	2%	11%	3%	14%	2%	7%	8%	8%	6%	-%	7%	-%
								ac			d	d			d	
3 stars	(3.0)	85	71	8	3	3	32	32	13	8	56	26	59	12	70	16
		27%	27%	30%	23%	28%	21%	37%	26%	30%	26%	23%	24%	19%	24%	49%
								a								abcde
4 stars	(4.0)	107	86	11	6	4	53	22	25	7	76	35	82	19	97	10
		34%	32%	40%	45%	34%	35%	25%	48%	25%	35%	31%	33%	31%	34%	31%
									bd							
5 stars	(5.0)	105	90	7	4	3	61	21	12	11	68	42	88	31	99	5
		33%	34%	27%	30%	27%	40%	24%	23%	38%	31%	37%	36%	50%	35%	17%
							bc							acef		
RATING OF 4-5 OUT OF 5		211	176	18	11	7	114	43	36	18	144	77	169	51	196	16
		67%	66%	67%	74%	61%	75%	50%	71%	63%	66%	68%	69%	81%	69%	48%
							b		b				f	af	f	
Mean score		3.9	3.9	3.9	4.0	3.8	4.1	3.6	3.9	3.9	3.9	4.0	4.0	4.3	4.0	3.6
							b						f	abcef	f	
Standard deviation		.94	.95	.90	.82	1.02	.89	1.00	.83	1.00	.96	1.00	.94	.77	.94	.90
Standard error		.05	.07	.13	.13	.19	.07	.13	.10	.18	.06	.09	.06	.09	.05	.15

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 45

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES		LIKE OR DISLIKE BBC			
		WEEKLY								BITESIZE					
		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		328	115	115	160	168	81	208	214	114	229	74	261	54	13
Effective Weighted Sample		258	91	89	125	132	65	167	171	86	181	56	209	38	11
Total		318	108	107	150	167	75	206	210	108	226	67	255	51	11
1 star	(1.0)	2	-	-	-	2	1	2	2	-	1	*	1	-	1
		1%	-%	-%	-%	1%	1%	1%	1%	-%	*%	1%	*%	-%	7%
2 stars	(2.0)	19	9	11	14	5	2	11	12	7	13	6	13	5	1
		6%	8%	10%	9%	3%	3%	6%	6%	7%	6%	8%	5%	9%	10%
				d	d										
3 stars	(3.0)	85	31	29	42	43	14	45	45	40	54	26	54	28	3
		27%	29%	27%	28%	26%	19%	22%	21%	37%	24%	38%	21%	55%	29%
										abc		a		a	
4 stars	(4.0)	107	35	38	50	56	20	66	68	39	77	20	93	11	2
		34%	33%	36%	33%	34%	27%	32%	32%	36%	34%	29%	36%	22%	20%
5 stars	(5.0)	105	33	29	43	61	37	82	84	21	81	15	94	7	4
		33%	30%	27%	29%	36%	50%	40%	40%	19%	36%	23%	37%	14%	34%
							d	d	d				b		
RATING OF 4-5 OUT OF 5		211	68	67	94	118	57	148	151	60	158	35	187	18	6
		67%	63%	63%	62%	70%	77%	72%	72%	56%	70%	52%	73%	36%	55%
							d	d	d		b		b		
Mean score		3.9	3.8	3.8	3.8	4.0	4.2	4.0	4.0	3.7	4.0	3.7	4.0	3.4	3.7
							d	d	d		b		b		
Standard deviation		.94	.95	.96	.96	.92	.94	.96	.96	.87	.93	.95	.91	.85	1.29
Standard error		.05	.09	.09	.08	.07	.10	.07	.07	.08	.06	.11	.06	.12	.36

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		328	248	48	32	266	61	89	218
Effective Weighted Sample		258	199	39	22	205	52	70	171
Total		318	243	42	33	256	60	87	211
1 star	(1.0)	2	1	-	*	1	1	2	-
		1%	1%	-%	1%	1%	1%	2%	-%
2 stars	(2.0)	19	14	3	2	16	3	4	13
		6%	6%	6%	8%	6%	5%	5%	6%
3 stars	(3.0)	85	57	16	12	70	15	18	61
		27%	24%	38%	37%	27%	25%	20%	29%
4 stars	(4.0)	107	84	12	11	82	23	31	72
		34%	35%	28%	33%	32%	37%	35%	34%
5 stars	(5.0)	105	86	12	7	86	19	33	64
		33%	35%	28%	21%	34%	31%	37%	31%
RATING OF 4-5 OUT OF 5		211	171	23	17	168	41	63	136
		67%	70%	56%	54%	66%	68%	73%	65%
Mean score		3.9	4.0	3.8	3.6	3.9	3.9	4.0	3.9
Standard deviation		.94	.94	.94	.95	.95	.94	.99	.92
Standard error		.05	.06	.14	.17	.06	.12	.10	.06

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		842	201	301	340	401	441	96	105	145	156	160	180	55	415	372
Effective Weighted Sample		665	162	240	267	318	349	77	84	115	126	126	141	46	331	293
Total		821	195	269	357	406	415	94	101	137	132	175	183	55	375	391
1 star	(1.0)	10	2	2	6	7	3	2	1	-	2	5	1	1	3	6
		1%	1%	1%	2%	2%	1%	2%	1%	-%	1%	3%	1%	1%	1%	2%
2 stars	(2.0)	40	15	8	17	17	23	7	8	5	3	5	12	5	17	17
		5%	8%	3%	5%	4%	5%	8%	8%	3%	2%	3%	7%	10%	5%	4%
			b													
3 stars	(3.0)	187	58	61	67	101	86	26	32	39	22	36	32	17	97	73
		23%	30%	23%	19%	25%	21%	28%	32%	29%	17%	20%	17%	31%	26%	19%
			c						df	df				c	c	
4 stars	(4.0)	292	57	99	136	137	155	27	31	45	54	66	71	19	125	148
		36%	29%	37%	38%	34%	37%	28%	31%	33%	41%	38%	39%	34%	33%	38%
5 stars	(5.0)	292	62	100	131	144	148	33	29	49	51	63	68	13	132	147
		36%	32%	37%	37%	36%	36%	35%	29%	35%	39%	36%	37%	24%	35%	38%
RATING OF 4-5 OUT OF 5		585	119	199	267	281	304	59	60	93	106	129	138	32	258	295
		71%	61%	74%	75%	69%	73%	63%	60%	68%	80%	74%	76%	58%	69%	75%
				a	a						abc	b	ab			a
Mean score		4.0	3.8	4.1	4.0	4.0	4.0	3.9	3.8	4.0	4.1	4.0	4.1	3.7	4.0	4.1
				a	a						ab		b			a
Standard deviation		.94	1.00	.88	.95	.96	.92	1.04	.97	.89	.86	.98	.92	.98	.94	.94
Standard error		.03	.07	.05	.05	.05	.04	.11	.09	.07	.07	.08	.07	.13	.05	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 46

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q18C. Please give a star rating to show how much you think they like Any Capital radio. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Any Capital radio at least weekly

		Total	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		842	585	100	128	29	304	172	213	151	525	220	526	93	673	169
Effective Weighted Sample		665	523	94	125	27	250	139	180	129	416	171	416	73	532	134
Total		821	708	56	45	12	279	232	163	148	513	208	503	87	650	172
1 star	(1.0)	10	8	1	1	-	*	3	2	4	2	3	7	-	9	1
		1%	1%	1%	2%	~%	*%	1%	1%	3%	*%	1%	1%	~%	1%	*%
										a						
2 stars	(2.0)	40	36	3	1	*	18	8	9	5	24	11	24	3	36	4
		5%	5%	5%	2%	3%	7%	3%	6%	3%	5%	5%	5%	3%	6%	3%
3 stars	(3.0)	187	159	13	11	4	56	58	40	33	117	53	103	12	142	44
		23%	22%	24%	23%	31%	20%	25%	24%	22%	23%	26%	20%	13%	22%	26%
												d				d
4 stars	(4.0)	292	253	20	16	4	100	92	56	44	187	71	184	37	234	58
		36%	36%	35%	35%	33%	36%	40%	34%	30%	36%	34%	37%	43%	36%	34%
5 stars	(5.0)	292	252	20	17	4	104	71	56	61	182	70	185	35	228	65
		36%	36%	36%	37%	34%	37%	31%	34%	42%	36%	34%	37%	41%	35%	38%
RATING OF 4-5 OUT OF 5		585	504	40	33	8	204	163	112	106	369	141	370	73	462	123
		71%	71%	71%	72%	67%	73%	70%	69%	72%	72%	68%	73%	84%	71%	71%
														abef		
Mean score		4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.9	4.0	4.2	4.0	4.1
														be		
Standard deviation		.94	.94	.94	.96	.91	.92	.90	.96	1.02	.90	.96	.94	.79	.96	.88
Standard error		.03	.04	.09	.09	.17	.05	.07	.07	.08	.04	.06	.04	.08	.04	.07

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 46

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		842	244	247	355	487	129	388	396	446	503	271	577	207	58
Effective Weighted Sample		665	197	198	287	380	104	311	317	350	395	215	454	164	47
Total		821	234	229	338	484	121	362	369	452	481	275	557	207	57
1 star	(1.0)	10	1	2	2	8	2	2	2	8	7	3	7	3	1
		1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%
2 stars	(2.0)	40	12	9	16	25	6	20	20	20	24	11	22	16	2
		5%	5%	4%	5%	5%	5%	6%	5%	4%	5%	4%	4%	8%	3%
3 stars	(3.0)	187	64	53	87	100	18	67	69	118	97	72	98	70	18
		23%	27%	23%	26%	21%	15%	18%	19%	26% abc	20%	26%	18%	34% a	32% a
4 stars	(4.0)	292	82	78	116	176	52	139	141	151	180	92	211	65	16
		36%	35%	34%	34%	36%	43%	39%	38%	33%	38%	33%	38%	32%	29%
5 stars	(5.0)	292	74	87	117	175	43	134	137	155	172	97	220	53	20
		36%	32%	38%	35%	36%	36%	37%	37%	34%	36%	35%	39% b	26%	35%
RATING OF 4-5 OUT OF 5		585	156	165	233	351	95	273	278	307	353	189	430	118	36
		71%	67%	72%	69%	73%	79% d	76% d	75% d	68%	73%	69%	77% bc	57%	64%
Mean score		4.0	3.9	4.0	4.0	4.0	4.1	4.1	4.1	3.9	4.0	4.0	4.1 b	3.7	3.9
Standard deviation		.94	.92	.92	.91	.96	.92	.91	.91	.96	.94	.94	.91	.97	.95
Standard error		.03	.06	.06	.05	.04	.08	.05	.05	.05	.04	.06	.04	.07	.12
Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b,c															

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		842	487	233	122	692	143	196	587
Effective Weighted Sample		665	387	183	95	541	119	156	461
Total		821	472	233	117	666	148	188	580
1 star	(1.0)	10	6	3	2	5	5	5	4
		1%	1%	1%	2%	1%	3%	3%	1%
2 stars	(2.0)	40	21	8	10	31	9	8	31
		5%	5%	4%	9%	5%	6%	4%	5%
3 stars	(3.0)	187	89	71	26	147	38	33	138
		23%	19%	30%	23%	22%	26%	18%	24%
4 stars	(4.0)	292	172	73	47	234	55	69	203
		36%	37%	31%	40%	35%	37%	37%	35%
5 stars	(5.0)	292	183	78	31	249	41	72	204
		36%	39%	34%	27%	37%	28%	38%	35%
RATING OF 4-5 OUT OF 5		585	356	151	78	483	96	141	407
		71%	75%	65%	67%	72%	65%	75%	70%
Mean score		4.0	4.1	3.9	3.8	4.0	3.8	4.0	4.0
Standard deviation		.94	.93	.94	.98	.92	1.01	1.00	.93
Standard error		.03	.04	.06	.09	.04	.08	.07	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 47

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		960	256	340	364	436	524	136	120	147	193	153	211	60	491	409
Effective Weighted Sample		764	214	270	285	344	420	111	102	117	153	119	167	52	394	321
Total		997	280	313	404	464	533	146	134	138	175	180	224	65	483	450
1 star	(1.0)	12 1%	6 2% b	1 *%	5 1%	7 2%	5 1%	4 3%	2 1%	- -%	1 *%	3 2%	2 1%	2 4%	4 1%	5 1%
2 stars	(2.0)	63 6%	21 7%	16 5%	26 7%	36 8%	26 5%	13 9%	8 6%	8 6%	8 4%	16 9%	11 5%	5 8%	26 5%	31 7%
3 stars	(3.0)	272 27%	93 33% b	73 23%	107 27%	130 28%	143 27%	51 35% d	42 31%	36 26%	36 21%	42 24%	65 29%	25 38%	134 28%	114 25%
4 stars	(4.0)	359 36%	85 30%	117 37%	157 39%	153 33%	205 39%	35 24%	50 37% a	46 33%	71 41% a	72 40% a	84 38% a	18 28%	172 36%	168 37%
5 stars	(5.0)	292 29%	76 27%	107 34%	109 27%	138 30%	154 29%	43 30%	32 24%	48 35%	59 34%	47 26%	62 28%	14 22%	146 30%	132 29%
RATING OF 4-5 OUT OF 5		651 65%	160 57%	225 72% a	266 66%	291 63%	359 67%	78 54%	82 61%	94 68% a	131 75% ab	119 66%	147 65% a	32 50%	319 66% a	300 67% a
Mean score		3.9	3.7	4.0 ac	3.8	3.8	3.9	3.7	3.8	4.0 a	4.0 abe	3.8	3.9	3.6	3.9 a	3.9 a
Standard deviation		.95	1.01	.89	.94	1.00	.91	1.08	.94	.92	.87	.98	.91	1.04	.93	.95
Standard error		.03	.06	.05	.05	.05	.04	.09	.09	.08	.06	.08	.06	.13	.04	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 47

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	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		960	686	93	141	40	337	194	245	182	595	233	564	103	752	208
Effective Weighted Sample		764	621	88	138	37	278	160	208	152	471	183	452	82	599	165
Total		997	879	53	49	16	330	279	201	188	620	237	580	104	786	211
1 star	(1.0)	12	9	-	2	-	3	2	7	-	8	3	6	-	9	3
		1%	1%	-%	5%	-%	1%	1%	3%	-%	1%	1%	1%	-%	1%	1%
					ab				ad							
2 stars	(2.0)	63	56	4	2	1	16	23	10	13	27	16	31	1	45	17
		6%	6%	7%	3%	6%	5%	8%	5%	7%	4%	7%	5%	1%	6%	8%
																d
3 stars	(3.0)	272	241	17	12	3	79	100	45	48	183	58	140	19	215	58
		27%	27%	31%	24%	21%	24%	36%	23%	25%	29%	25%	24%	18%	27%	27%
								acd			d					
4 stars	(4.0)	359	315	20	17	7	130	89	73	67	220	102	217	41	290	69
		36%	36%	37%	34%	44%	39%	32%	36%	36%	36%	43%	37%	39%	37%	33%
5 stars	(5.0)	292	257	13	17	5	102	64	66	60	182	58	186	43	228	64
		29%	29%	24%	34%	29%	31%	23%	33%	32%	29%	24%	32%	41%	29%	30%
									b					abe		
RATING OF 4-5 OUT OF 5		651	573	33	33	11	232	153	139	127	402	159	403	84	518	133
		65%	65%	62%	68%	73%	70%	55%	69%	67%	65%	67%	70%	80%	66%	63%
							b		b	b				abcef		
Mean score		3.9	3.9	3.8	3.9	4.0	3.9	3.7	3.9	3.9	3.9	3.8	3.9	4.2	3.9	3.8
							b		b	b				abcef		
Standard deviation		.95	.95	.90	1.08	.89	.91	.94	1.03	.92	.93	.93	.93	.79	.94	1.00
Standard error		.03	.04	.09	.09	.14	.05	.07	.07	.07	.04	.06	.04	.08	.03	.07

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 47

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 WATCHES BBC CHILDREN'S CHANNELS				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES		LIKE OR DISLIKE BBC			
		WEEKLY								BITESIZE					
		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		960	285	252	394	566	133	439	447	513	527	352	646	246	68
Effective Weighted Sample		764	231	200	316	449	107	354	360	406	415	281	514	196	54
Total		997	288	248	393	604	128	434	441	556	539	370	666	261	70
1 star	(1.0)	12	6	2	6	5	1	5	5	7	4	5	5	4	2
		1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%
2 stars	(2.0)	63	12	7	14	48	7	16	18	45	33	23	34	22	7
		6%	4%	3%	4%	8% bc	5%	4%	4%	8% bc	6%	6%	5%	8%	11%
3 stars	(3.0)	272	79	65	111	161	30	103	103	169	125	118	168	85	20
		27%	28%	26%	28%	27%	23%	24%	23%	30% bc	23%	32% a	25%	32%	28%
4 stars	(4.0)	359	100	94	140	218	54	165	169	189	199	132	247	90	22
		36%	35%	38%	36%	36%	42%	38%	38%	34%	37%	36%	37%	34%	31%
5 stars	(5.0)	292	91	80	121	171	36	144	146	146	178	91	212	60	20
		29%	31%	32%	31%	28%	28%	33% d	33% d	26%	33% b	25%	32% b	23%	28%
RATING OF 4-5 OUT OF 5		651	191	174	261	389	90	309	315	336	378	223	459	150	41
		65%	66%	70%	67%	64%	70%	71% d	71% d	60%	70% b	60%	69% b	58%	59%
Mean score		3.9	3.9	4.0	3.9	3.8	3.9	4.0 d	4.0 d	3.8	4.0 b	3.8	3.9 b	3.7	3.7
Standard deviation		.95	.96	.88	.93	.96	.90	.91	.91	.97	.93	.94	.92	.97	1.07
Standard error		.03	.06	.06	.05	.04	.08	.04	.04	.04	.04	.05	.04	.06	.13

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	b	c	a	b	a	b
Significance Level: 95%									
Unweighted total		960	569	256	135	802	152	227	671
Effective Weighted Sample		764	454	207	104	632	127	184	531
Total		997	578	272	147	824	167	246	698
1 star	(1.0)	12	6	5	1	10	1	6	5
		1%	1%	2%	1%	1%	1%	2%	1%
2 stars	(2.0)	63	24	23	15	47	15	19	39
		6%	4%	9%	10%	6%	9%	8%	6%
3 stars	(3.0)		a	a					
		272	155	77	41	216	54	67	192
4 stars	(4.0)	27%	27%	28%	28%	26%	32%	27%	27%
		359	209	99	51	304	53	87	253
5 stars	(5.0)	36%	36%	36%	35%	37%	32%	36%	36%
		292	184	69	39	246	44	68	208
RATING OF 4-5 OUT OF 5		29%	32%	25%	27%	30%	26%	28%	30%
		651	393	167	90	550	97	155	461
Mean score		65%	68%	61%	61%	67%	58%	63%	66%
		3.9	3.9	3.7	3.8	3.9	3.7	3.8	3.9
Standard deviation			b						
		.95	.92	.98	.98	.94	.98	1.01	.93
Standard error		.03	.04	.06	.08	.03	.08	.07	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 48

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		334	99	137	98	179	155	55	44	78	59	46	52	24	193	117
Effective Weighted Sample		267	84	107	77	140	127	47	37	58	49	36	42	20	155	93
Total		328	107	119	103	176	152	59	48	67	52	50	53	21	181	126
1 star	(1.0)	12	6	4	2	8	4	4	2	2	2	2	-	1	9	2
		4%	6%	3%	2%	5%	3%	7%	3%	3%	5%	4%	-%	3%	5%	2%
2 stars	(2.0)	18	1	8	9	10	8	1	*	5	3	4	5	1	6	11
		5%	1%	7%	8%	6%	5%	1%	1%	8%	5%	8%	9%	3%	3%	9%
3 stars	(3.0)	96	36	33	27	52	44	24	12	14	19	13	14	5	61	31
		29%	34%	28%	26%	29%	29%	41%	25%	21%	36%	27%	26%	22%	33%	24%
4 stars	(4.0)	103	31	32	39	52	51	15	16	18	14	19	20	9	47	47
		31%	29%	27%	38%	29%	33%	26%	34%	27%	27%	37%	39%	41%	26%	38%
5 stars	(5.0)	100	33	41	26	54	45	15	18	27	14	12	14	6	58	35
		30%	30%	35%	25%	31%	30%	25%	37%	41%	27%	24%	26%	31%	32%	27%
RATING OF 4-5 OUT OF 5		202	64	74	65	106	96	30	34	45	28	31	34	15	105	82
		62%	60%	62%	63%	60%	63%	51%	71%	68%	54%	61%	65%	72%	58%	65%
Mean score		3.8	3.8	3.8	3.8	3.8	3.8	3.6	4.0	4.0	3.7	3.7	3.8	3.9	3.8	3.8
Standard deviation		1.05	1.07	1.09	1.00	1.10	1.00	1.11	.99	1.09	1.08	1.07	.93	.99	1.10	1.00
Standard error		.06	.11	.09	.10	.08	.08	.15	.15	.12	.14	.16	.13	.20	.08	.09

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 48

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		334	239	30	44	21	147	70	81	36	245	109	262	67	305	29
Effective Weighted Sample		267	216	29	44	19	122	61	68	29	195	86	207	54	242	24
Total		328	289	17	15	8	137	99	60	32	242	108	253	64	296	32
1 star	(1.0)	12	11	1	1	-	3	5	4	-	6	5	7	1	10	2
		4%	4%	4%	5%	~%	2%	6%	6%	~%	3%	4%	3%	2%	4%	6%
2 stars	(2.0)	18	15	1	2	-	5	6	3	4	13	8	9	2	17	1
		5%	5%	4%	11%	~%	4%	6%	4%	12%	5%	7%	4%	3%	6%	3%
3 stars	(3.0)	96	87	4	2	2	42	28	19	8	70	26	68	10	81	15
		29%	30%	24%	14%	30%	30%	28%	31%	25%	29%	24%	27%	16%	27%	46%
4 stars	(4.0)	103	87	8	5	2	49	28	16	9	77	38	81	23	95	7
		31%	30%	46%	37%	30%	36%	29%	27%	28%	32%	35%	32%	37%	32%	23%
5 stars	(5.0)	100	88	4	5	3	39	31	19	11	76	32	87	26	92	7
		30%	30%	22%	34%	40%	28%	31%	32%	34%	31%	29%	34%	42%	31%	22%
RATING OF 4-5 OUT OF 5		202	175	11	10	6	88	59	36	20	153	69	168	50	188	14
		62%	61%	68%	71%	70%	64%	60%	59%	62%	63%	64%	67%	78% ae	63%	45%
Mean score		3.8	3.8	3.8	3.8	4.1	3.8	3.7	3.7	3.8	3.8	3.8	3.9	4.1 e	3.8	3.5
Standard deviation		1.05	1.06	.99	1.19	.88	.96	1.14	1.14	1.05	1.01	1.08	1.01	.95	1.05	1.08
Standard error		.06	.07	.18	.18	.19	.08	.14	.13	.17	.06	.10	.06	.12	.06	.20

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 48

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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		334	144	111	178	156	80	228	232	102	227	79	257	67	10
Effective Weighted Sample		267	117	87	143	124	62	179	182	85	180	64	205	53	8
Total		328	142	104	172	156	68	219	222	106	218	84	254	66	9
1 star	(1.0)	12	4	4	5	8	3	7	9	4	5	6	5	4	3
		4%	3%	4%	3%	5%	5%	3%	4%	3%	2%	8%	2%	6%	30%
2 stars	(2.0)	18	4	7	7	10	2	5	6	12	9	7	6	10	1
		5%	2%	6%	4%	7%	4%	2%	3%	11% bc	4%	8%	2%	16% a	14%
3 stars	(3.0)	96	44	26	49	47	15	55	55	41	65	24	70	24	2
		29%	31%	25%	29%	30%	22%	25%	25%	39% abc	30%	29%	28%	36%	21%
4 stars	(4.0)	103	50	32	58	45	17	75	76	27	70	21	86	15	2
		31%	35%	31%	34%	29%	26%	34%	34%	25%	32%	25%	34%	23%	21%
5 stars	(5.0)	100	41	36	53	47	30	76	77	23	68	25	87	12	1
		30%	29%	34%	31%	30%	45% d	35% d	35% d	21%	31%	30%	34% b	18%	13%
RATING OF 4-5 OUT OF 5		202	91	68	111	92	47	151	153	50	139	46	172	27	3
		62%	64%	65%	64%	59%	70% d	69% d	69% d	47%	64%	55%	68% b	41%	34%
Mean score		3.8	3.9	3.9	3.9	3.7	4.0 d	3.9 d	3.9 d	3.5	3.9	3.6	4.0 b	3.3	2.7
Standard deviation		1.05	.95	1.08	.99	1.11	1.11	1.00	1.02	1.06	.99	1.22	.95	1.14	1.51
Standard error		.06	.08	.10	.07	.09	.12	.07	.07	.10	.07	.14	.06	.14	.48

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		334	242	72	20	256	76	71	241
Effective Weighted Sample		267	193	58	17	201	64	54	194
Total		328	242	64	22	243	83	67	240
1 star	(1.0)	12	5	7	1	9	3	1	11
		4%	2%	10%	3%	4%	4%	2%	4%
2 stars	(2.0)	18	10	6	1	15	3	4	11
		5%	4%	10%	6%	6%	4%	6%	5%
3 stars	(3.0)	96	67	17	12	71	25	23	64
		29%	28%	27%	53%	29%	30%	35%	27%
4 stars	(4.0)	103	83	14	5	65	35	18	82
		31%	34%	23%	25%	27%	43% a	27%	34%
5 stars	(5.0)	100	77	19	3	83	17	21	72
		30%	32%	30%	13%	34% b	20%	31%	30%
RATING OF 4-5 OUT OF 5		202	160	34	8	148	52	39	154
		62%	66%	53%	38%	61%	63%	58%	64%
Mean score		3.8	3.9	3.5	3.4	3.8	3.7	3.8	3.8
			b						
Standard deviation		1.05	.97	1.30	.93	1.09	.95	1.00	1.06
Standard error		.06	.06	.15	.21	.07	.11	.12	.07

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		594	162	191	241	281	313	76	86	93	98	112	129	37	294	263
Effective Weighted Sample		476	134	152	194	222	255	62	72	73	79	90	105	32	235	212
Total		614	169	174	272	296	319	77	92	86	88	133	138	39	278	297
1 star	(1.0)	3	2	2	-	*	3	*	1	-	2	-	-	1	2	-
		1%	1%	1%	-%	*%	1%	1%	1%	-%	2%	-%	-%	3%	1%	-%
														c		
2 stars	(2.0)	44	18	10	16	19	25	9	9	7	4	4	12	3	24	17
		7%	11%	6%	6%	6%	8%	11%	10%	8%	4%	3%	9%	9%	9%	6%
								e	e							
3 stars	(3.0)	135	48	38	49	73	63	23	25	21	17	29	21	15	68	53
		22%	28%	22%	18%	25%	20%	30%	27%	24%	19%	22%	15%	38%	24%	18%
			c					f	f					c		
4 stars	(4.0)	236	57	67	113	113	123	26	30	33	34	54	59	12	98	126
		38%	34%	38%	42%	38%	39%	34%	33%	39%	38%	40%	43%	32%	35%	42%
5 stars	(5.0)	195	44	57	94	90	105	18	26	25	32	47	47	7	87	101
		32%	26%	33%	34%	31%	33%	24%	28%	29%	37%	35%	34%	19%	31%	34%
RATING OF 4-5 OUT OF 5		431	101	124	206	204	228	45	56	58	66	101	106	20	184	227
		70%	60%	71%	76%	69%	71%	58%	61%	68%	75%	76%	76%	51%	66%	76%
				a	a						a	ab	ab			ab
Mean score		3.9	3.7	4.0	4.0	3.9	3.9	3.7	3.8	3.9	4.0	4.1	4.0	3.5	3.9	4.0
				a	a						a	ab	a			ab
Standard deviation		.93	1.00	.93	.87	.90	.96	.98	1.02	.92	.95	.82	.92	1.01	.98	.86
Standard error		.04	.08	.07	.06	.05	.05	.11	.11	.10	.10	.08	.08	.17	.06	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 49

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		594	428	62	70	34	240	109	142	103	408	169	419	93	509	85
Effective Weighted Sample		476	387	59	69	31	200	89	119	89	325	134	331	73	406	70
Total		614	542	34	24	15	234	156	117	106	413	169	416	92	523	92
1 star	(1.0)	3	3	-	*	-	-	2	1	-	2	-	-	-	2	2
		1%	1%	-%	2%	-%	-%	1%	1%	-%	*%	-%	-%	-%	*%	2%
																c
2 stars	(2.0)	44	42	1	2	-	15	12	8	9	28	12	29	4	42	2
		7%	8%	1%	9%	-%	6%	8%	7%	8%	7%	7%	7%	4%	8%	2%
3 stars	(3.0)	135	119	8	6	3	50	41	24	21	80	37	76	12	103	33
		22%	22%	24%	23%	20%	21%	26%	21%	20%	19%	22%	18%	13%	20%	36%
																abcde
4 stars	(4.0)	236	208	15	8	5	93	63	47	33	165	76	168	40	207	29
		38%	38%	44%	34%	32%	40%	40%	41%	31%	40%	45%	40%	43%	40%	32%
5 stars	(5.0)	195	170	10	8	7	77	39	36	44	138	44	143	37	169	26
		32%	31%	31%	33%	48%	33%	25%	31%	41%	33%	26%	34%	40%	32%	28%
										b				b		
RATING OF 4-5 OUT OF 5		431	378	25	16	12	170	102	83	76	303	119	311	77	376	55
		70%	70%	75%	67%	80%	73%	65%	71%	72%	73%	71%	75%	83%	72%	60%
											f		f	ef		
Mean score		3.9	3.9	4.0	3.9	4.3	4.0	3.8	3.9	4.0	4.0	3.9	4.0	4.2	4.0	3.8
						a								bef		
Standard deviation		.93	.94	.79	1.04	.80	.89	.95	.95	.98	.92	.87	.90	.81	.93	.93
Standard error		.04	.05	.10	.12	.14	.06	.09	.08	.10	.05	.07	.04	.08	.04	.10

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 49

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
			a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%															
Unweighted total		594	194	185	280	314	115	333	340	254	371	175	435	125	34
Effective Weighted Sample		476	157	148	226	251	90	265	270	207	293	142	345	105	27
Total		614	193	178	279	335	113	330	335	279	368	194	442	139	33
1 star	(1.0)	3	2	*	2	2	-	2	2	2	-	2	*	1	2
		1%	1%	*%	1%	*%	-%	*%	*%	1%	-%	1%	*%	1%	5% a
2 stars	(2.0)	44	21	15	26	18	8	19	22	23	27	11	22	14	8
		7%	11% d	8%	9%	5%	7%	6%	6%	8%	7%	6%	5%	10%	24% ab
3 stars	(3.0)	135	40	31	57	78	18	55	57	78	76	42	78	49	9
		22%	21%	18%	20%	23%	16%	17%	17%	28% abc	21%	22%	18%	35% a	26%
4 stars	(4.0)	236	69	66	99	137	52	138	139	97	145	75	184	44	7
		38%	36%	37%	35%	41%	46%	42%	41%	35%	39%	39%	42%	32%	23%
5 stars	(5.0)	195	61	66	95	100	35	116	116	79	120	64	157	31	7
		32%	31%	37%	34%	30%	31%	35%	35%	28%	33%	33%	36% b	22%	22%
RATING OF 4-5 OUT OF 5		431	130	132	194	237	87	254	255	177	265	138	341	75	15
		70%	67%	74%	70%	71%	77% d	77% d	76% d	63%	72%	71%	77% bc	54%	45%
Mean score		3.9	3.9	4.0	3.9	3.9	4.0	4.1 d	4.0 d	3.8	4.0	4.0	4.1 bc	3.6	3.3
Standard deviation		.93	1.01	.95	.99	.89	.87	.89	.90	.96	.91	.94	.86	.97	1.22
Standard error		.04	.07	.07	.06	.05	.08	.05	.05	.06	.05	.07	.04	.09	.21

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
			a	b	c	a	b	a	b
Significance Level: 95%									
Unweighted total		594	391	137	66	457	132	144	410
Effective Weighted Sample		476	313	108	56	364	108	113	330
Total		614	390	150	74	472	138	148	428
1 star	(1.0)	3	*	3	-	3	-	-	3
		1%	*%	2%	-%	1%	-%	-%	1%
2 stars	(2.0)	44	25	13	6	34	10	12	28
		7%	7%	8%	8%	7%	7%	8%	6%
3 stars	(3.0)	135	76	36	24	105	29	29	96
		22%	19%	24%	32%	22%	21%	19%	22%
4 stars	(4.0)	236	150	58	29	181	53	56	169
		38%	38%	38%	38%	38%	39%	38%	40%
5 stars	(5.0)	195	139	41	16	149	45	50	132
		32%	36%	27%	21%	32%	32%	34%	31%
RATING OF 4-5 OUT OF 5		431	289	98	45	330	98	107	301
		70%	74%	66%	60%	70%	71%	72%	70%
Mean score		3.9	4.0	3.8	3.7	3.9	4.0	4.0	3.9
Standard deviation		.93	.91	.99	.90	.94	.92	.93	.93
Standard error		.04	.05	.08	.11	.04	.08	.08	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 50

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		286	85	100	101	151	135	47	38	53	47	51	50	21	154	111
Effective Weighted Sample		230	70	79	82	123	108	39	31	42	37	43	40	16	123	91
Total		295	93	89	113	167	128	53	40	51	38	63	50	18	153	125
1 star	(1.0)	5	4	1	*	3	2	2	2	1	-	-	*	1	4	*
		2%	4%	1%	*%	2%	2%	4%	5%	1%	-%	-%	1%	4%	3%	*%
2 stars	(2.0)	23	9	6	9	11	11	3	6	6	-	3	6	1	13	9
		8%	9%	6%	8%	7%	9%	6%	14% d	11% d	-%	4%	12% d	7%	8%	7%
3 stars	(3.0)	85	32	23	30	58	26	25	7	14	9	20	10	7	44	33
		29%	35%	25%	26%	35% b	20%	47% bdf	18%	27%	23%	31%	20%	41%	29%	27%
4 stars	(4.0)	95	25	36	34	48	47	11	14	19	18	18	16	7	52	37
		32%	26%	41%	30%	29%	37%	21%	34%	37%	46% a	29%	33%	37%	34%	30%
5 stars	(5.0)	87	24	24	40	47	41	12	12	12	12	23	17	2	40	45
		30%	26%	27%	35%	28%	32%	23%	29%	23%	31%	36%	34%	11%	26%	36%
RATING OF 4-5 OUT OF 5		183	48	60	74	95	88	23	25	31	29	41	34	9	92	82
		62%	52%	67%	66%	57%	69%	44%	63%	60%	77% a	65% a	67% a	48%	60%	66%
Mean score		3.8	3.6	3.9	3.9	3.7	3.9	3.5	3.7	3.7	4.1 a	4.0 a	3.9	3.4	3.7	3.9
Standard deviation		1.01	1.10	.92	.98	1.00	1.02	1.04	1.18	1.01	.74	.93	1.05	.95	1.03	.97
Standard error		.06	.12	.09	.10	.08	.09	.15	.19	.14	.11	.13	.15	.21	.08	.09

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 50

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		286	212	21	33	20	138	47	65	36	206	89	220	54	256	30
Effective Weighted Sample		230	191	20	33	18	116	39	53	32	164	69	175	44	204	27
Total		295	264	11	11	8	139	66	48	42	204	82	221	49	257	38
1 star	(1.0)	5 2%	5 2%	- -%	* 4%	- -%	1 1%	2 3%	2 4%	- -%	5 3%	1 1%	5 2%	- -%	5 2%	- -%
2 stars	(2.0)	23 8%	20 8%	1 4%	1 8%	1 18%	13 9%	5 8%	1 2%	4 9%	11 6%	3 4%	12 6%	1 3%	17 7%	6 15%
3 stars	(3.0)	85 29%	77 29%	4 33%	3 25%	1 8%	39 28%	26 39%	11 23%	9 22%	62 30%	27 33%	57 26%	8 16%	72 28%	13 34%
4 stars	(4.0)	95 32%	86 32%	4 35%	3 23%	3 34%	46 33%	19 29%	21 43%	9 21%	67 33%	25 31%	78 35%	18 37%	87 34%	8 22%
5 stars	(5.0)	87 30%	77 29%	3 28%	4 39%	3 40%	41 29%	13 20%	13 27%	20 48%	58 29%	26 32%	68 31%	22 44%	76 30%	11 30%
RATING OF 4-5 OUT OF 5		183 62%	162 61%	7 63%	7 62%	6 74%	87 63%	33 50%	34 70%	29 69%	125 62%	51 62%	147 66%	39 81%	163 63%	20 52%
Mean score		3.8	3.8	3.9	3.8	4.0	3.8	3.6	3.9	4.1 b	3.8	3.9	3.9	4.2 abcef	3.8	3.7
Standard deviation		1.01	1.00	.92	1.20	1.16	.98	1.02	.99	1.04	1.00	.94	.99	.82	1.00	1.07
Standard error		.06	.07	.20	.21	.26	.08	.15	.12	.17	.07	.10	.07	.11	.06	.19

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 50

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES		LIKE OR DISLIKE BBC			
		WEEKLY								BITESIZE					
		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		286	119	100	150	136	71	186	189	97	187	73	215	59	12
Effective Weighted Sample		230	95	81	121	109	57	150	152	78	148	61	170	49	10
Total		295	116	98	146	149	71	185	188	107	188	83	216	67	12
1 star	(1.0)	5	4	2	4	1	1	2	2	3	1	3	4	-	1
		2%	3%	2%	3%	*%	2%	1%	1%	3%	1%	4%	2%	-%	6%
2 stars	(2.0)	23	8	4	8	14	4	10	11	12	10	11	10	12	-
		8%	7%	4%	6%	10%	5%	5%	6%	11%	6%	13%	5%	19% a	-%
3 stars	(3.0)	85	31	24	39	46	17	45	46	38	51	22	55	25	4
		29%	27%	25%	26%	31%	25%	24%	25%	36%	27%	27%	25%	38%	36%
4 stars	(4.0)	95	39	38	51	44	30	73	73	22	70	17	72	19	5
		32%	33%	39%	35%	29%	43% d	39% d	39% d	21%	37% b	21%	33%	28%	40%
5 stars	(5.0)	87	34	29	43	44	19	56	56	32	56	29	75	10	2
		30%	29%	30%	30%	30%	26%	30%	30%	29%	30%	35%	35% b	16%	17%
RATING OF 4-5 OUT OF 5		183	72	67	95	88	49	128	129	54	125	46	147	29	7
		62%	62%	69%	65%	59%	69% d	69% d	68% d	50%	67%	56%	68% b	44%	57%
Mean score		3.8	3.8	3.9	3.8	3.8	3.9	3.9 d	3.9 d	3.6	3.9	3.7	3.9 b	3.4	3.6
Standard deviation		1.01	1.06	.96	1.02	1.00	.92	.92	.93	1.11	.92	1.20	.99	.97	1.01
Standard error		.06	.10	.10	.08	.09	.11	.07	.07	.11	.07	.14	.07	.13	.29

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	b	~c	a	b	a	b
Significance Level: 95%									
Unweighted total		286	211	55	20	215	67	64	202
Effective Weighted Sample		230	168	45	17	172	54	51	163
Total		295	211	59	26	225	66	67	210
1 star	(1.0)	5	5	-	-	5	-	2	2
		2%	2%	-%	-%	2%	-%	3%	1%
2 stars	(2.0)	23	17	6	-	13	9	5	17
		8%	8%	11%	-%	6%	13%	7%	8%
3 stars	(3.0)	85	55	18	12	62	22	14	67
		29%	26%	30%	47%	27%	32%	21%	32%
4 stars	(4.0)	95	72	18	6	73	21	23	64
		32%	34%	30%	22%	32%	31%	35%	31%
5 stars	(5.0)	87	63	17	8	72	15	22	61
		30%	30%	29%	31%	32%	23%	33%	29%
RATING OF 4-5 OUT OF 5		183	134	35	14	145	36	45	125
		62%	64%	59%	53%	64%	55%	68%	59%
Mean score		3.8	3.8	3.8	3.8	3.9	3.6	3.9	3.8
Standard deviation		1.01	1.03	.99	.88	1.01	.98	1.06	.98
Standard error		.06	.07	.13	.20	.07	.12	.13	.07

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 51

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total		234	57	77	100	114	120	28	29	43	34	43	57	14	112	108
Effective Weighted Sample		183	47	60	78	86	97	23	24	33	27	32	47	11	88	84
Total		235	61	66	109	119	117	30	31	38	28	51	58	14	104	117
1 star	(1.0)	3	-	-	3	3	-	-	-	-	-	3	-	-	-	3
		1%	-%	-%	3%	2%	-%	-%	-%	-%	-%	5%	-%	-%	-%	2%
2 stars	(2.0)	8	3	3	2	4	3	1	1	2	1	1	1	-	5	2
		3%	4%	4%	2%	4%	3%	5%	4%	5%	3%	2%	2%	-%	5%	2%
3 stars	(3.0)	49	15	10	24	23	26	8	7	5	4	9	15	4	19	26
		21%	25%	15%	22%	19%	22%	27%	23%	14%	15%	19%	26%	32%	18%	22%
4 stars	(4.0)	95	21	31	43	52	42	12	8	17	14	23	20	6	41	48
		40%	34%	47%	40%	44%	36%	42%	26%	44%	50%	45%	35%	42%	40%	41%
5 stars	(5.0)	81	22	23	36	36	45	8	15	14	9	14	22	4	39	39
		34%	37%	35%	33%	31%	38%	26%	47%	37%	31%	28%	37%	26%	37%	33%
RATING OF 4-5 OUT OF 5		176	43	54	79	89	87	20	23	31	23	38	42	9	80	87
		75%	71%	81%	73%	75%	75%	68%	73%	81%	81%	74%	72%	68%	77%	74%
Mean score		4.0	4.0	4.1	4.0	4.0	4.1	3.9	4.2	4.1	4.1	3.9	4.1	3.9	4.1	4.0
Standard deviation		.89	.89	.81	.94	.93	.85	.86	.92	.83	.78	1.03	.85	.79	.87	.92
Standard error		.06	.12	.09	.09	.09	.08	.16	.17	.13	.13	.16	.11	.21	.08	.09

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 51

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
			a	~b	c	~d	a	b	c	~d	a	b	c	d	e	~f
Significance Level: 95%																
Unweighted total		234	162	21	34	17	122	45	46	21	200	138	208	234	234	-
Effective Weighted Sample		183	146	20	33	17	101	35	37	18	155	106	163	183	183	-
Total		235	206	11	12	6	118	63	35	20	202	134	210	235	235	-
1 star	(1.0)	3	3	-	-	-	1	-	-	1	3	1	3	3	3	-
		1%	1%	-%	-%	-%	1%	-%	-%	7%	1%	1%	1%	1%	1%	-%
2 stars	(2.0)	8	7	-	-	*	7	-	-	1	5	6	8	8	8	-
		3%	4%	-%	-%	6%	6%	-%	-%	5%	2%	5%	4%	3%	3%	-%
3 stars	(3.0)	49	43	2	2	2	22	9	12	6	40	22	40	49	49	-
		21%	21%	22%	17%	37%	18%	14%	35%	32%	20%	17%	19%	21%	21%	-%
									ab							
4 stars	(4.0)	95	83	5	6	1	42	34	12	6	83	56	84	95	95	-
		40%	40%	44%	47%	21%	36%	54%	35%	32%	41%	41%	40%	40%	40%	-%
5 stars	(5.0)	81	71	4	4	2	46	20	10	5	71	48	75	81	81	-
		34%	34%	34%	36%	36%	39%	32%	30%	24%	35%	36%	36%	34%	34%	-%
RATING OF 4-5 OUT OF 5		176	154	9	10	3	89	54	22	11	155	104	160	176	176	-
		75%	75%	78%	83%	57%	75%	86%	65%	56%	76%	77%	76%	75%	75%	-%
								c								
Mean score		4.0	4.0	4.1	4.2	3.9	4.1	4.2	3.9	3.6	4.1	4.1	4.1	4.0	4.0	-
Standard deviation		.89	.90	.77	.73	1.07	.95	.66	.82	1.14	.88	.90	.90	.89	.89	-
Standard error		.06	.07	.17	.13	.26	.09	.10	.12	.25	.06	.08	.06	.06	.06	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 51

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		234	105	111	146	88	69	174	177	57	185	34	204	27	3
Effective Weighted Sample		183	82	89	116	67	57	137	140	44	145	26	159	22	3
Total		235	103	109	144	91	65	170	173	62	183	37	206	27	2
1 star	(1.0)	3	1	1	1	1	1	-	1	1	1	1	1	1	-
		1%	1%	1%	1%	2%	2%	-%	1%	2%	1%	4%	1%	5%	-%
2 stars	(2.0)	8	1	4	4	3	2	4	4	3	8	-	4	3	1
		3%	1%	4%	3%	3%	4%	3%	3%	5%	4%	-%	2%	10%	50%
3 stars	(3.0)	49	20	18	28	21	12	28	29	20	32	12	36	12	1
		21%	20%	17%	20%	23%	18%	17%	17%	32% bc	17%	33%	18%	43%	33%
4 stars	(4.0)	95	44	43	57	37	19	65	65	30	73	13	84	11	*
		40%	42%	39%	40%	41%	29%	38%	38%	48%	40%	36%	41%	38%	17%
5 stars	(5.0)	81	36	43	52	29	31	73	73	8	69	10	80	1	-
		34%	35%	39%	36%	32%	47% d	43% d	42% d	13%	38%	28%	39%	4%	-%
RATING OF 4-5 OUT OF 5		176	80	85	110	66	50	138	138	38	143	24	164	12	*
		75%	78%	78%	76%	72%	76%	81% d	80% d	61%	78%	64%	80%	42%	17%
Mean score		4.0	4.1	4.1	4.1	4.0	4.2 d	4.2 d	4.2 d	3.6	4.1	3.8	4.2	3.3	2.7
Standard deviation		.89	.84	.91	.88	.91	.98	.81	.86	.86	.88	.96	.82	.89	.99
Standard error		.06	.08	.09	.07	.10	.12	.06	.06	.11	.06	.17	.06	.17	.57

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		234	196	21	17	174	59	50	176
Effective Weighted Sample		183	152	15	16	133	49	39	138
Total		235	198	20	17	169	65	54	175
1 star	(1.0)	3	3	-	-	1	1	-	3
		1%	1%	-%	-%	1%	2%	-%	2%
2 stars	(2.0)	8	2	-	5	5	3	1	6
		3%	1%	-%	30%	3%	4%	3%	4%
3 stars	(3.0)	49	41	2	6	40	9	12	34
		21%	21%	9%	38%	24%	14%	23%	20%
4 stars	(4.0)	95	81	10	4	67	26	23	68
		40%	41%	47%	25%	40%	40%	42%	39%
5 stars	(5.0)	81	71	9	1	55	26	17	64
		34%	36%	44%	7%	33%	40%	32%	36%
RATING OF 4-5 OUT OF 5		176	152	18	5	122	52	40	132
		75%	77%	91%	32%	72%	80%	74%	75%
Mean score		4.0	4.1	4.4	3.1	4.0	4.1	4.0	4.1
Standard deviation		.89	.86	.65	.94	.87	.94	.82	.92
Standard error		.06	.06	.14	.23	.07	.12	.12	.07

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		629	169	222	238	293	336	73	96	113	109	107	131	43	319	267
Effective Weighted Sample		493	138	173	188	228	265	60	78	87	87	84	104	35	251	211
Total		625	170	189	266	296	329	75	95	98	90	122	144	42	287	296
1 star	(1.0)	3 1%	2 1%	1 1%	- -%	2 1%	1 *%	1 1%	1 1%	1 1%	- -%	- -%	- -%	1 2%	3 1%	- -%
2 stars	(2.0)	13 2%	7 4%	1 1%	4 2%	8 3%	4 1%	3 4%	4 4%	1 1%	* *%	4 3%	- -%	* 1%	8 3%	4 1%
3 stars	(3.0)	70 11%	27 16%	20 10%	23 9%	36 12%	35 11%	12 16%	15 16%	10 10%	9 10%	13 11%	10 7%	10 25%	34 12%	26 9%
4 stars	(4.0)	227 36%	64 37%	66 35%	97 36%	104 35%	123 38%	28 37%	36 38%	36 36%	31 34%	40 33%	57 39%	14 34%	108 38%	105 35%
5 stars	(5.0)	311 50%	70 41%	100 53%	142 53%	146 49%	165 50%	32 42%	38 40%	50 51%	50 55%	65 53%	77 53%	16 38%	134 47%	162 54%
RATING OF 4-5 OUT OF 5		539 86%	134 79%	166 88%	239 90%	250 84%	289 88%	59 79%	75 79%	86 87%	81 89%	105 86%	134 93%	30 72%	242 84%	266 90%
Mean score		4.3	4.1	4.4 a	4.4 a	4.3	4.4	4.1	4.1	4.3	4.4 ab	4.4	4.5 ab	4.1	4.3	4.4 ab
Standard deviation		.79	.91	.76	.72	.84	.75	.91	.91	.81	.70	.81	.63	.92	.84	.71
Standard error		.03	.07	.05	.05	.05	.04	.11	.09	.08	.07	.08	.05	.14	.05	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 52

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		629	435	71	84	39	265	126	156	82	388	181	414	87	514	115
Effective Weighted Sample		493	390	68	82	36	217	106	130	71	304	143	327	70	403	90
Total		625	542	38	30	15	239	185	115	86	377	179	406	85	512	113
1 star	(1.0)	3	3	-	*	-	1	-	1	1	3	2	2	1	3	*
		1%	1%	-%	1%	-%	*%	-%	1%	1%	1%	1%	*%	1%	1%	*%
2 stars	(2.0)	13	11	*	1	-	7	-	3	2	11	3	11	4	12	*
		2%	2%	1%	2%	-%	3%	-%	3%	3%	3%	1%	3%	5%	2%	*%
3 stars	(3.0)	70	57	7	4	2	22	26	15	8	48	14	42	3	58	13
		11%	11%	19%	15%	12%	9%	14%	13%	9%	13%	8%	10%	3%	11%	11%
											d				d	
4 stars	(4.0)	227	196	16	10	5	76	78	38	36	128	68	148	33	183	44
		36%	36%	41%	35%	31%	32%	42%	33%	42%	34%	38%	36%	38%	36%	39%
5 stars	(5.0)	311	274	15	14	9	133	81	58	39	187	92	203	45	256	55
		50%	51%	39%	46%	57%	56%	44%	51%	45%	50%	52%	50%	52%	50%	49%
							b									
RATING OF 4-5 OUT OF 5		539	471	31	24	13	209	159	96	75	315	160	351	77	439	100
		86%	87%	80%	81%	88%	87%	86%	83%	87%	84%	90%	86%	91%	86%	88%
Mean score		4.3	4.3	4.2	4.2	4.5	4.4	4.3	4.3	4.3	4.3	4.4	4.3	4.4	4.3	4.4
Standard deviation		.79	.79	.78	.89	.72	.81	.70	.86	.83	.86	.78	.80	.87	.81	.72
Standard error		.03	.04	.09	.10	.12	.05	.06	.07	.09	.04	.06	.04	.09	.04	.07

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 52

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		629	202	178	272	357	98	320	329	300	368	205	439	151	39
Effective Weighted Sample		493	159	139	215	279	76	254	260	233	284	162	344	119	30
Total		625	191	162	255	370	94	316	322	303	355	212	432	155	38
1 star	(1.0)	3	1	1	1	2	2	2	2	1	1	1	2	-	1
		1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-%	3%
2 stars	(2.0)	13	8	4	9	4	4	9	9	3	8	3	8	4	*
		2%	4%	2%	3%	1%	4%	3%	3%	1%	2%	1%	2%	3%	1%
3 stars	(3.0)	70	22	22	30	41	6	30	31	39	33	27	43	23	5
		11%	11%	13%	12%	11%	6%	9%	10%	13%	9%	13%	10%	15%	14%
4 stars	(4.0)	227	67	59	89	138	27	125	127	100	134	75	154	59	14
		36%	35%	37%	35%	37%	29%	39%	40%	33%	38%	35%	36%	38%	38%
5 stars	(5.0)	311	93	76	127	185	56	150	153	159	180	106	226	69	17
		50%	49%	47%	50%	50%	60%	48%	47%	52%	51%	50%	52%	44%	44%
RATING OF 4-5 OUT OF 5		539	160	136	216	323	83	275	280	258	313	181	379	128	31
		86%	84%	84%	85%	87%	88%	87%	87%	85%	88%	86%	88%	83%	82%
Mean score		4.3	4.3	4.3	4.3	4.4	4.4	4.3	4.3	4.4	4.4	4.3	4.4	4.2	4.2
Standard deviation		.79	.87	.83	.84	.76	.91	.81	.80	.78	.77	.79	.78	.80	.93
Standard error		.03	.06	.06	.05	.04	.09	.05	.04	.05	.04	.06	.04	.07	.15

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		629	401	154	74	459	165	137	459
Effective Weighted Sample		493	319	118	56	352	136	110	354
Total		625	397	152	76	444	176	144	447
1 star	(1.0)	3	2	*	1	2	1	1	2
		1%	*%	*%	2%	1%	1%	1%	*%
2 stars	(2.0)	13	9	4	-	10	3	5	8
		2%	2%	2%	-%	2%	2%	3%	2%
3 stars	(3.0)	70	39	22	9	48	21	15	52
		11%	10%	15%	12%	11%	12%	10%	12%
4 stars	(4.0)	227	150	48	29	155	70	49	162
		36%	38%	31%	38%	35%	40%	34%	36%
5 stars	(5.0)	311	197	78	37	229	81	75	223
		50%	50%	51%	48%	52%	46%	52%	50%
RATING OF 4-5 OUT OF 5		539	347	126	66	384	151	124	385
		86%	87%	83%	87%	86%	86%	86%	86%
Mean score		4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3
Standard deviation		.79	.78	.83	.80	.80	.79	.85	.79
Standard error		.03	.04	.07	.09	.04	.06	.07	.04

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Podcasts at least weekly

		CHILD'S AGE			GENDER OF CHILD		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		310	73	111	126	161	149	39	34	55	56	67	59	14	157	139
Effective Weighted Sample		249	60	89	102	128	121	32	28	44	45	52	50	12	125	113
Total		315	73	100	142	166	149	40	33	53	47	73	69	14	147	155
1 star	(1.0)	3	1	-	2	2	1	-	1	-	-	2	-	-	1	2
		1%	2%	-%	1%	1%	1%	-%	4%	-%	-%	2%	-%	-%	1%	1%
2 stars	(2.0)	4	2	1	2	1	3	*	2	1	-	-	2	-	3	2
		1%	3%	1%	1%	1%	2%	1%	5%	1%	-%	-%	2%	-%	2%	1%
3 stars	(3.0)	63	11	21	31	35	28	7	5	12	9	16	14	3	27	33
		20%	15%	21%	22%	21%	19%	17%	14%	23%	19%	22%	21%	24%	18%	21%
4 stars	(4.0)	110	20	38	52	66	44	14	6	21	17	30	21	4	51	55
		35%	27%	38%	37%	40%	29%	36%	17%	40% b	36%	42% b	31%	27%	35%	35%
5 stars	(5.0)	135	38	41	56	63	72	19	20	19	21	25	31	7	65	64
		43%	52%	41%	40%	38%	49%	47%	59% e	36%	45%	34%	46%	49%	44%	41%
RATING OF 4-5 OUT OF 5		245 78%	58 80%	79 79%	108 76%	129 77%	116 78%	33 82%	25 76%	41 76%	38 81%	55 76%	53 77%	10 76%	116 79%	119 77%
Mean score		4.2	4.2	4.2	4.1	4.1	4.2	4.3	4.2	4.1	4.3	4.1	4.2	4.3	4.2	4.1
Standard deviation		.86	.97	.78	.86	.83	.90	.78	1.16	.80	.76	.87	.85	.85	.87	.86
Standard error		.05	.11	.07	.08	.07	.07	.13	.20	.11	.10	.11	.11	.23	.07	.07

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 53

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Podcasts at least weekly

		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		310	229	33	31	17	158	49	59	43	227	125	262	66	278	32
Effective Weighted Sample		249	204	32	31	15	132	42	52	38	182	96	208	52	222	27
Total		315	279	18	11	8	150	76	46	43	227	120	265	63	283	33
1 star	(1.0)	3	3	-	-	-	3	-	-	-	3	2	2	-	3	-
		1%	1%	-%	-%	-%	2%	-%	-%	-%	1%	1%	1%	-%	1%	-%
2 stars	(2.0)	4	4	1	-	*	1	-	1	3	1	-	3	-	3	2
		1%	1%	3%	-%	5%	1%	-%	1%	7% a	*%	-%	1%	-%	1%	5% ab
3 stars	(3.0)	63	56	4	2	2	20	23	10	10	42	18	48	8	52	11
		20%	20%	20%	17%	21%	13%	30% a	23%	22%	18%	15%	18%	13%	18%	33% bd
4 stars	(4.0)	110	96	7	4	3	57	22	19	12	84	45	92	28	97	13
		35%	34%	40%	35%	41%	38%	29%	41%	28%	37%	37%	35%	45%	34%	39%
5 stars	(5.0)	135	121	7	5	3	70	31	16	19	97	55	121	27	128	7
		43%	43%	38%	48%	33%	46%	41%	35%	43%	43% f	46% f	46% f	42% f	45% f	22%
RATING OF 4-5 OUT OF 5		245	217	14	9	6	126	53	35	31	181	100	213	54	225	20
		78%	78%	77%	83%	74%	84% b	70%	76%	71%	80% f	83% f	80% f	87% f	80% f	62%
Mean score		4.2	4.2	4.1	4.3	4.0	4.3	4.1	4.1	4.1	4.2 f	4.3 f	4.2 f	4.3 f	4.2 f	3.8
Standard deviation		.86	.87	.85	.78	.93	.86	.84	.80	.97	.84	.81	.82	.69	.85	.86
Standard error		.05	.06	.15	.14	.23	.07	.12	.10	.15	.06	.07	.05	.08	.05	.15

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 53

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Podcasts at least weekly

		CHILD 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		310	123	119	170	140	82	227	228	82	224	70	249	47	14
Effective Weighted Sample		249	97	96	136	114	66	183	183	66	180	56	203	35	12
Total		315	116	116	165	150	80	229	229	86	224	75	254	46	15
1 star	(1.0)	3	2	-	2	1	-	3	3	-	2	1	3	-	-
		1%	1%	-%	1%	1%	-%	1%	1%	-%	1%	2%	1%	-%	-%
2 stars	(2.0)	4	*	-	*	4	1	1	1	4	2	2	2	-	2
		1%	*%	-%	*%	3%	1%	*%	*%	4% bc	1%	3%	1%	-%	14%
3 stars	(3.0)	63	18	15	25	38	12	40	40	23	37	23	42	20	1
		20%	16%	13%	15%	25% bc	15%	17%	17%	27%	16%	30% a	16%	43% a	9%
4 stars	(4.0)	110	44	47	65	45	24	81	81	28	81	26	89	15	6
		35%	38%	40%	39%	30%	30%	36%	36%	33%	36%	34%	35%	32%	40%
5 stars	(5.0)	135	52	54	73	62	43	104	104	31	102	23	118	12	6
		43%	45%	47%	44%	41%	54% d	45%	45%	36%	46% b	30%	46% b	25%	37%
RATING OF 4-5 OUT OF 5		245	96	101	138	107	67	185	185	60	184	49	207	26	12
		78%	83% d	87% d	84% d	71%	84% d	81% d	81% d	69%	82% b	65%	82% b	57%	77%
Mean score		4.2	4.2	4.3 d	4.3	4.1	4.4 d	4.2	4.2	4.0	4.3 b	3.9	4.2 b	3.8	4.0
Standard deviation		.86	.82	.70	.79	.93	.77	.84	.84	.90	.81	.95	.84	.82	1.05
Standard error		.05	.07	.06	.06	.08	.08	.06	.06	.10	.05	.11	.05	.12	.28

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19C. Please give a star rating to show how much you think they like Google Podcasts. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to Google Podcasts at least weekly

		CHILD 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		310	242	45	23	205	102	76	211
Effective Weighted Sample		249	194	36	18	164	83	60	171
Total		315	245	45	26	202	110	73	221
1 star	(1.0)	3	2	1	-	3	-	2	-
		1%	1%	3%	-%	1%	-%	2%	-%
2 stars	(2.0)	4	3	2	-	2	2	*	4
		1%	1%	4%	-%	1%	2%	1%	2%
3 stars	(3.0)	63	43	8	12	39	22	19	40
		20%	18%	17%	47%	20%	20%	26%	18%
4 stars	(4.0)	110	87	16	7	68	41	16	88
		35%	36%	36%	25%	34%	37%	22%	40%
									a
5 stars	(5.0)	135	110	18	7	89	45	36	89
		43%	45%	39%	27%	44%	41%	49%	40%
RATING OF 4-5 OUT OF 5		245	197	34	14	157	86	52	177
		78%	81%	76%	53%	78%	78%	71%	80%
Mean score		4.2	4.2	4.0	3.8	4.2	4.2	4.2	4.2
Standard deviation		.86	.82	1.02	.86	.89	.82	.97	.79
Standard error		.05	.05	.15	.18	.06	.08	.11	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 54

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	b	c	a	b	~a	~b	~c	~d	~e	~f	~a	b	c
Unweighted total		117	34	44	39	59	58	18	16	23	21	18	21	9	67	41
Effective Weighted Sample		92	28	35	31	47	45	15	12	19	17	14	16	7	54	32
Total		112	36	39	37	55	57	20	16	18	21	17	20	9	64	40
2 stars	(2.0)	9	7	*	2	6	3	4	3	*	-	2	-	-	7	2
		8%	18%	1%	5%	12%	4%	20%	16%	2%	-%	12%	-%	-%	11%	5%
3 stars	(3.0)	26	5	13	7	14	12	5	*	5	8	4	4	4	13	9
		23%	15%	34%	19%	25%	20%	24%	2%	31%	36%	21%	18%	42%	20%	23%
4 stars	(4.0)	40	10	13	17	19	21	4	6	7	6	7	9	4	19	17
		36%	28%	34%	45%	34%	37%	20%	38%	41%	28%	43%	47%	45%	30%	42%
5 stars	(5.0)	38	14	12	11	16	22	7	7	4	8	4	7	1	25	12
		34%	39%	31%	30%	29%	38%	36%	44%	26%	36%	24%	35%	13%	39%	29%
RATING OF 4-5 OUT OF 5		78	24	25	28	35	43	11	13	12	14	12	17	5	44	28
		69%	67%	66%	75%	63%	75%	56%	82%	67%	64%	67%	82%	58%	69%	72%
Mean score		3.9	3.9	4.0	4.0	3.8	4.1	3.7	4.1	3.9	4.0	3.8	4.2	3.7	4.0	4.0
Standard deviation		.94	1.14	.84	.86	.99	.88	1.18	1.08	.82	.87	.97	.73	.73	1.02	.86
Standard error		.09	.19	.13	.14	.13	.11	.28	.27	.17	.19	.23	.16	.24	.12	.13

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 54

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		117	81	12	16	8	60	22	23	12	99	58	94	44	108	9
Effective Weighted Sample		92	73	11	15	8	50	19	18	10	78	45	75	35	85	8
Total		112	97	6	6	3	55	31	16	10	93	51	85	41	102	11
2 stars	(2.0)	9	9	-	-	*	7	2	-	-	9	4	6	2	9	-
		8%	9%	-%	-%	13%	13%	5%	-%	-%	10%	8%	7%	6%	9%	-%
3 stars	(3.0)	26	21	2	1	1	7	13	3	3	19	3	14	3	21	5
		23%	22%	37%	22%	26%	13%	41%	18%	24%	20%	5%	17%	8%	21%	43%
											b				b	
4 stars	(4.0)	40	34	3	2	1	19	10	9	2	33	20	33	17	37	3
		36%	35%	47%	42%	25%	34%	33%	56%	20%	35%	39%	39%	41%	36%	28%
5 stars	(5.0)	38	34	1	2	1	21	6	4	6	33	25	31	19	35	3
		34%	35%	16%	36%	37%	39%	21%	26%	56%	35%	48%	37%	46%	34%	29%
RATING OF 4-5 OUT OF 5		78	68	4	5	2	40	17	13	8	66	45	64	35	72	6
		69%	69%	63%	78%	62%	73%	54%	82%	76%	70%	87%	76%	86%	71%	57%
												ae				
Mean score		3.9	4.0	3.8	4.1	3.9	4.0	3.7	4.1	4.3	4.0	4.3	4.1	4.3	4.0	3.9
Standard deviation		.94	.96	.76	.82	1.33	1.04	.87	.68	.88	.97	.88	.92	.85	.95	.88
Standard error		.09	.11	.22	.21	.47	.13	.18	.14	.25	.10	.12	.09	.13	.09	.29

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 54

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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								CHILD EVER USES		LIKE OR DISLIKE BBC				
		WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				BITESIZE						
		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		117	55	54	72	45	47	86	89	28	86	21	94	20	3	
Effective Weighted Sample		92	43	43	57	37	37	69	71	22	69	16	74	16	2	
Total		112	47	46	61	51	44	80	82	30	81	23	89	20	3	
2 stars		(2.0)	9	4	5	6	3	5	6	7	2	8	1	6	3	-
			8%	8%	11%	10%	5%	11%	8%	9%	5%	9%	6%	7%	14%	-%
3 stars		(3.0)	26	6	7	9	17	6	16	16	10	14	9	15	9	2
			23%	12%	15%	15%	32% ac	14%	19%	19%	33%	17%	37%	17%	42%	59%
4 stars		(4.0)	40	19	16	23	17	15	29	30	10	28	8	35	5	-
			36%	41%	34%	38%	33%	35%	36%	36%	33%	35%	36%	39%	26%	-%
5 stars		(5.0)	38	18	18	23	15	17	29	29	8	32	5	33	3	1
			34%	38%	40%	37%	29%	40%	37%	36%	28%	39%	22%	37%	17%	41%
RATING OF 4-5 OUT OF 5		78	37	34	46	32	33	59	59	18	59	13	67	9	1	
		69%	80%	73%	75%	62%	75%	73%	72%	61%	74%	57%	76%	44%	41%	
Mean score		3.9	4.1	4.0	4.0	3.9	4.0	4.0	4.0	3.8	4.0	3.7	4.1	3.5	3.8	
Standard deviation		.94	.92	1.01	.97	.91	.99	.93	.96	.91	.97	.88	.90	.96	1.19	
Standard error		.09	.12	.14	.11	.14	.14	.10	.10	.17	.10	.19	.09	.22	.68	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		117	86	23	8	90	26	35	72
Effective Weighted Sample		92	69	17	7	69	22	27	57
Total		112	81	23	8	84	27	34	69
2 stars	(2.0)	9	9	*	-	5	4	2	7
		8%	11%	1%	-%	5%	16%	6%	10%
3 stars	(3.0)	26	13	9	3	18	7	7	15
		23%	16%	40%	41%	21%	25%	19%	22%
4 stars	(4.0)	40	30	6	4	31	9	10	28
		36%	37%	24%	49%	37%	32%	29%	41%
5 stars	(5.0)	38	29	8	1	30	8	15	19
		34%	36%	34%	10%	36%	28%	45%	28%
RATING OF 4-5 OUT OF 5		78	59	13	5	61	16	25	47
		69%	73%	59%	59%	73%	60%	75%	68%
Mean score		3.9	4.0	3.9	3.7	4.0	3.7	4.1	3.9
Standard deviation		.94	.98	.91	.68	.89	1.06	.94	.94
Standard error		.09	.11	.19	.24	.09	.21	.16	.11

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	b	c	a	b	~a	~b	~c	~d	~e	~f	~a	b	c
Unweighted total		104	34	37	33	58	46	21	13	20	17	17	16	3	65	36
Effective Weighted Sample		84	28	30	27	49	35	19	10	16	14	15	12	3	53	29
Total		104	35	33	35	60	44	24	11	17	16	19	17	3	63	38
2 stars		(2.0)	2	1	-	1	1	-	1	-	-	1	-	-	1	1
			1%	2%	-%	2%	1%	-%	6%	-%	-%	5%	-%	-%	1%	2%
3 stars		(3.0)	20	4	6	10	13	2	2	4	3	6	3	2	9	10
			19%	12%	19%	27%	21%	10%	17%	21%	16%	34%	20%	49%	14%	25%
4 stars		(4.0)	40	9	15	17	21	8	1	6	9	7	10	1	23	17
			39%	24%	46%	47%	35%	33%	5%	36%	57%	36%	60%	36%	36%	43%
5 stars		(5.0)	42	22	12	8	26	14	8	7	4	5	3	*	30	11
			40%	62%	35%	23%	43%	57%	73%	43%	27%	25%	21%	15%	48%	29%
				bc												
RATING OF 4-5 OUT OF 5		82	30	27	25	47	35	22	8	13	14	11	13	2	53	27
		79%	86%	81%	70%	78%	81%	90%	77%	79%	84%	61%	80%	51%	85%	72%
Mean score		4.2	4.5	4.2	3.9	4.2	4.2	4.5	4.4	4.2	4.1	3.8	4.0	3.7	4.3	4.0
			c													
Standard deviation		.79	.79	.73	.78	.82	.76	.69	1.01	.79	.67	.89	.66	.88	.76	.81
Standard error		.08	.14	.12	.14	.11	.11	.15	.28	.18	.16	.22	.16	.51	.09	.13

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 55

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		104	76	7	17	4	56	17	21	10	86	55	99	41	103	1
Effective Weighted Sample		84	70	7	17	4	47	14	18	7	69	43	79	32	83	1
Total		104	93	3	6	2	55	23	17	9	85	49	98	40	102	2
2 stars	(2.0)	2	2	-	-	-	1	-	1	-	2	1	2	-	2	-
		1%	2%	-%	-%	-%	2%	-%	4%	-%	2%	2%	2%	-%	2%	-%
3 stars	(3.0)	20	18	1	1	-	10	4	5	1	11	6	16	7	19	2
		19%	20%	28%	13%	-%	18%	18%	27%	17%	13%	13%	16%	16%	18%	100%
4 stars	(4.0)	40	36	1	3	1	20	13	4	4	37	23	40	12	40	-
		39%	38%	30%	52%	38%	36%	56%	22%	44%	44%	47%	41%	30%	40%	-%
5 stars	(5.0)	42	37	1	2	1	24	6	8	3	35	19	40	21	42	-
		40%	40%	42%	35%	62%	44%	26%	47%	39%	41%	39%	41%	53%	41%	-%
RATING OF 4-5 OUT OF 5		82	73	2	5	2	44	19	12	7	72	42	81	33	82	-
		79%	78%	72%	87%	100%	80%	82%	69%	83%	85%	85%	82%	84%	80%	-%
Mean score		4.2	4.2	4.1	4.2	4.6	4.2	4.1	4.1	4.2	4.2	4.2	4.2	4.4	4.2	3.0
Standard deviation		.79	.80	.98	.72	.76	.80	.67	.97	.76	.75	.74	.77	.76	.79	-
Standard error		.08	.09	.37	.18	.38	.11	.16	.21	.24	.08	.10	.08	.12	.08	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 55

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 EVER USES BITESIZE		LIKE OR DISLIKE BBC			
						CHILD WATCHES NEWSROUND WEEKLY									
		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		104	57	47	68	36	43	93	93	11	88	14	98	6	-
Effective Weighted Sample		84	47	37	55	29	35	75	75	9	70	12	79	5	-
Total		104	54	42	65	39	43	91	91	12	84	17	97	7	-
2 stars	(2.0)	2	-	-	-	2	-	2	2	-	1	1	2	-	-
		1%	-%	-%	-%	4%	-%	2%	2%	-%	1%	5%	2%	-%	-%
3 stars	(3.0)	20	6	4	9	12	5	10	10	10	12	7	14	7	-
		19%	12%	10%	13%	30% b	12%	11%	11%	84%	14%	38%	14%	95%	-%
4 stars	(4.0)	40	25	14	27	13	17	40	40	*	35	4	40	-	-
		39%	46%	34%	42%	33%	40%	44%	44%	3%	42%	25%	42%	-%	-%
5 stars	(5.0)	42	23	23	29	13	20	40	40	2	36	5	41	*	-
		40%	42%	56%	44%	33%	48%	44%	44%	13%	43%	31%	43%	5%	-%
RATING OF 4-5 OUT OF 5		82	48	38	56	26	38	80	80	2	71	10	82	*	-
		79%	88% d	90% d	87% d	66%	88%	88%	88%	16%	85%	56%	84%	5%	-%
Mean score		4.2	4.3	4.5 d	4.3 d	4.0	4.4	4.3	4.3	3.3	4.3	3.8	4.3	3.1	-
Standard deviation		.79	.68	.68	.70	.90	.69	.73	.73	.71	.73	.97	.76	.45	-
Standard error		.08	.09	.10	.08	.15	.10	.08	.08	.21	.08	.26	.08	.18	-

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		104	90	11	3	77	27	25	70
Effective Weighted Sample		84	72	9	3	62	22	20	57
Total		104	91	11	2	73	31	25	70
2 stars	(2.0)	2	2	-	-	2	-	-	1
		1%	2%	-%	-%	2%	-%	-%	1%
3 stars	(3.0)	20	16	3	1	15	5	4	16
		19%	18%	27%	48%	21%	15%	14%	22%
4 stars	(4.0)	40	37	4	-	28	12	11	28
		39%	41%	33%	-%	38%	40%	45%	40%
5 stars	(5.0)	42	36	4	1	28	14	10	26
		40%	40%	40%	52%	38%	45%	41%	37%
RATING OF 4-5 OUT OF 5		82	73	8	1	56	26	21	54
		79%	80%	73%	52%	77%	85%	86%	77%
Mean score		4.2	4.2	4.1	4.0	4.1	4.3	4.3	4.1
Standard deviation		.79	.79	.85	1.35	.82	.73	.71	.79
Standard error		.08	.08	.26	.78	.09	.14	.14	.09

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 56

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		2040	460	673	907	942	1098	200	260	319	354	423	484	111	924	1005
Effective Weighted Sample		1592	371	526	708	741	852	160	212	249	278	337	371	89	729	784
Total		2026	465	585	976	966	1060	205	259	289	296	472	504	103	854	1070
1 star	(1.0)	5 *%	1 *%	2 *%	2 *%	5 *%	1 *%	1 *%	1 *%	2 1%	- -%	2 *%	- -%	1 1%	3 *%	2 *%
2 stars	(2.0)	25 1%	13 3% bc	1 *%	10 1%	13 1%	12 1%	7 3% cde	6 2% d	1 *%	* *%	4 1%	6 1%	3 3%	12 1%	10 1%
3 stars	(3.0)	202 10%	82 18% bc	52 9%	69 7%	99 10%	103 10%	36 18% cdef	45 18% cdef	30 10%	22 7%	33 7%	36 7%	20 20% c	108 13% c	74 7%
4 stars	(4.0)	590 29%	157 34% c	181 31% c	252 26%	304 31%	287 27%	70 34% f	87 34% f	98 34% f	83 28%	136 29%	116 23%	37 36% c	274 32% c	280 26%
5 stars	(5.0)	1203 59%	212 46%	349 60% a	643 66% ab	546 57%	657 62% a	91 44%	120 46%	158 55% a	191 64% abc	297 63% abc	346 69% abc	42 40%	458 54% a	704 66% ab
RATING OF 4-5 OUT OF 5		1793 89%	368 79%	530 91% a	895 92% a	850 88%	944 89%	161 78%	208 80%	256 89% ab	274 92% ab	433 92% ab	462 92% ab	79 77%	731 86% a	983 92% ab
Mean score		4.5	4.2	4.5 a	4.6 a	4.4	4.5 a	4.2	4.2	4.4 ab	4.6 abc	4.5 ab	4.6 abc	4.1	4.4 a	4.6 ab
Standard deviation		.74	.85	.70	.69	.77	.72	.87	.83	.76	.64	.70	.67	.87	.78	.68
Standard error		.02	.04	.03	.02	.02	.02	.06	.05	.04	.03	.03	.03	.08	.03	.02

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 56

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		2040	1332	296	266	146	728	437	497	376	1123	425	1091	127	1497	543
Effective Weighted Sample		1592	1198	279	259	134	594	350	413	316	877	331	859	102	1169	424
Total		2026	1699	170	93	64	680	596	377	373	1120	413	1082	128	1492	534
1 star	(1.0)	5	5	-	*	-	2	2	2	-	5	2	5	-	5	*
		*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	1%	*%	-%	*%	*%
2 stars	(2.0)	25	23	*	1	1	9	4	10	1	13	*	11	1	16	9
		1%	1%	*%	1%	1%	1%	1%	3%	*%	1%	*%	1%	1%	1%	2%
									bd							b
3 stars	(3.0)	202	172	14	11	6	57	75	30	41	118	35	118	7	149	53
		10%	10%	8%	12%	9%	8%	13%	8%	11%	11%	8%	11%	5%	10%	10%
								ac								
4 stars	(4.0)	590	491	55	24	21	207	162	110	110	338	119	315	40	439	152
		29%	29%	32%	26%	32%	31%	27%	29%	30%	30%	29%	29%	31%	29%	28%
5 stars	(5.0)	1203	1009	101	56	37	405	353	225	221	646	256	632	80	883	320
		59%	59%	59%	61%	58%	60%	59%	60%	59%	58%	62%	58%	62%	59%	60%
RATING OF 4-5 OUT OF 5		1793	1499	156	81	58	612	515	335	331	984	375	948	120	1322	472
		89%	88%	92%	87%	90%	90%	86%	89%	89%	88%	91%	88%	94%	89%	88%
Mean score		4.5	4.5	4.5	4.5	4.5	4.5	4.4	4.4	4.5	4.4	4.5	4.4	4.5	4.5	4.5
Standard deviation		.74	.75	.66	.76	.70	.72	.76	.79	.70	.76	.70	.76	.65	.74	.74
Standard error		.02	.02	.04	.05	.06	.03	.04	.04	.04	.02	.03	.02	.06	.02	.03

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 56

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total		2040	475	438	692	1348	232	741	762	1278	1079	815	1246	598	196
Effective Weighted Sample		1592	377	345	549	1044	183	583	599	994	843	636	977	462	153
Total		2026	459	419	671	1355	225	714	733	1293	1085	804	1256	587	183
1 star	(1.0)	5 *%	4 1% d	- -%	4 1% d	1 *%	1 *%	2 *%	2 *%	3 *%	4 *%	* *%	4 *%	1 *%	1 1%
2 stars	(2.0)	25 1%	8 2%	5 1%	11 2%	13 1%	4 2%	7 1%	8 1%	16 1%	10 1%	11 1%	8 1%	11 2% a	5 3% a
3 stars	(3.0)	202 10%	65 14% d	46 11%	86 13% d	116 9%	23 10%	72 10%	73 10%	130 10%	86 8%	97 12% a	110 9%	71 12% a	22 12%
4 stars	(4.0)	590 29%	146 32%	129 31%	210 31%	380 28%	59 26%	204 29%	211 29%	380 29%	308 28%	232 29%	363 29%	179 31%	48 26%
5 stars	(5.0)	1203 59%	235 51%	238 57%	359 54%	844 62% ac	138 61%	428 60%	439 60%	765 59%	676 62%	463 58%	771 61% b	325 55%	108 59%
RATING OF 4-5 OUT OF 5		1793 89%	381 83%	368 88%	569 85%	1224 90% ac	197 87%	633 89%	649 89%	1144 88%	985 91% b	695 86%	1134 90% bc	504 86%	155 85%
Mean score		4.5	4.3	4.4 a	4.4	4.5 ac	4.5	4.5	4.5	4.5	4.5 b	4.4	4.5 b	4.4	4.4
Standard deviation		.74	.85	.74	.81	.70	.78	.74	.74	.74	.72	.76	.71	.78	.84
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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		2040	1070	685	285	1652	376	462	1477
Effective Weighted Sample		1592	844	535	214	1277	306	367	1144
Total		2026	1078	663	285	1608	405	465	1461
1 star	(1.0)	5	4	1	-	5	-	3	3
		*%	*%	*%	-%	*%	-%	1%	*%
2 stars	(2.0)	25	11	11	2	13	11	11	10
		1%	1%	2%	1%	1%	3% a	2% b	1%
3 stars	(3.0)	202	107	73	22	146	54	41	147
		10%	10%	11%	8%	9%	13% a	9%	10%
4 stars	(4.0)	590	304	189	98	460	128	107	454
		29%	28%	28%	34%	29%	32%	23%	31% a
5 stars	(5.0)	1203	652	389	162	983	212	303	847
		59%	60%	59%	57%	61% b	52%	65% b	58%
RATING OF 4-5 OUT OF 5		1793	955	578	260	1443	340	409	1301
		89%	89%	87%	91%	90% b	84%	88%	89%
Mean score		4.5	4.5	4.4	4.5	4.5 b	4.3	4.5	4.5
Standard deviation		.74	.75	.77	.68	.72	.81	.80	.72
Standard error		.02	.02	.03	.04	.02	.04	.04	.02

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		154	36	52	66	67	87	19	17	22	30	26	40	11	69	74
Effective Weighted Sample		125	30	43	54	54	71	16	14	18	25	22	32	10	57	60
Total		156	35	48	73	69	87	20	15	18	30	32	41	8	67	81
1 star	(1.0)	1	-	1	*	1	*	-	-	1	-	-	*	-	1	*
		1%	-%	2%	1%	1%	1%	-%	-%	5%	-%	-%	1%	-%	1%	1%
2 stars	(2.0)	7	2	2	4	4	3	1	1	1	1	2	2	-	3	5
		5%	5%	3%	5%	5%	4%	5%	4%	4%	3%	6%	5%	-%	4%	6%
3 stars	(3.0)	28	4	9	15	11	17	3	1	1	7	6	9	1	11	15
		18%	11%	19%	21%	15%	20%	14%	6%	8%	25%	20%	21%	19%	16%	19%
4 stars	(4.0)	53	11	17	24	25	28	6	6	8	9	11	13	2	22	28
		34%	33%	36%	34%	36%	32%	29%	38%	46%	30%	36%	32%	28%	34%	35%
5 stars	(5.0)	66	18	19	29	29	37	10	8	6	13	12	17	4	30	32
		42%	52%	40%	40%	42%	43%	52%	51%	37%	42%	38%	41%	54%	45%	40%
RATING OF 4-5 OUT OF 5		119	29	36	53	54	65	16	13	15	22	23	30	6	52	60
		77%	84%	76%	73%	78%	75%	80%	89%	82%	72%	74%	73%	81%	78%	75%
Mean score		4.1	4.3	4.1	4.1	4.1	4.1	4.3	4.4	4.0	4.1	4.1	4.1	4.4	4.2	4.1
Standard deviation		.93	.86	.95	.94	.95	.91	.92	.81	1.07	.90	.92	.97	.83	.94	.94
Standard error		.07	.14	.13	.12	.12	.10	.21	.20	.23	.16	.18	.15	.25	.11	.11

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 57

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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		154	115	12	21	6	79	25	34	16	116	66	124	44	140	14
Effective Weighted Sample		125	104	11	20	5	68	21	30	13	95	53	100	35	113	12
Total		156	138	7	7	3	81	35	28	12	114	69	123	41	141	15
1 star	(1.0)	1	1	-	*	-	-	*	1	-	*	-	*	-	*	1
		1%	1%	-%	6%	-%	-%	1%	3%	-%	*%	-%	*%	-%	*%	6%
2 stars	(2.0)	7	6	-	-	1	2	1	1	3	4	3	7	1	7	-
		5%	4%	-%	-%	45%	3%	2%	4%	27%	4%	4%	6%	2%	5%	-%
3 stars	(3.0)	28	26	2	*	-	16	9	3	-	22	11	24	10	26	2
		18%	19%	27%	4%	-%	20%	25%	11%	-%	19%	16%	20%	23%	18%	13%
4 stars	(4.0)	53	48	3	1	1	33	9	8	3	43	27	43	13	50	3
		34%	35%	36%	18%	33%	41%	27%	28%	23%	38%	39%	35%	32%	35%	24%
5 stars	(5.0)	66	58	3	5	1	30	15	15	6	44	28	48	18	58	8
		42%	42%	37%	71%	22%	36%	44%	54%	50%	39%	41%	39%	42%	41%	57%
RATING OF 4-5 OUT OF 5		119	106	5	6	2	62	25	23	9	87	55	91	31	107	12
		77%	76%	73%	89%	55%	77%	72%	82%	73%	77%	80%	74%	75%	76%	81%
Mean score		4.1	4.1	4.1	4.5	3.3	4.1	4.1	4.3	4.0	4.1	4.2	4.1	4.1	4.1	4.2
Standard deviation		.93	.91	.85	1.13	1.54	.82	.95	1.03	1.31	.88	.85	.93	.86	.91	1.14
Standard error		.07	.08	.25	.25	.63	.09	.19	.18	.33	.08	.10	.08	.13	.08	.30

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 57

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		154	67	63	88	66	50	114	114	40	113	30	123	24	7
Effective Weighted Sample		125	54	52	72	53	40	92	92	33	92	25	99	20	6
Total		156	62	61	86	70	47	115	115	40	116	31	123	26	7
1 star	(1.0)	1	-	*	*	1	*	1	1	-	1	-	*	-	1
		1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%	*%	-%
2 stars	(2.0)	7	2	2	4	4	2	4	4	3	6	1	2	4	2
		5%	3%	2%	4%	5%	5%	4%	4%	8%	5%	3%	1%	15%	25%
3 stars	(3.0)	28	15	15	20	8	10	22	22	6	21	6	25	2	2
		18%	23%	25%	24%	11%	21%	19%	19%	15%	18%	19%	20%	7%	23%
4 stars	(4.0)	53	21	21	29	24	17	42	42	11	42	9	44	9	-
		34%	34%	34%	34%	34%	35%	36%	36%	28%	36%	29%	36%	34%	-%
5 stars	(5.0)	66	24	23	32	34	18	46	46	20	46	16	52	11	3
		42%	39%	38%	38%	48%	38%	40%	40%	49%	40%	50%	42%	44%	39%
RATING OF 4-5 OUT OF 5		119	46	44	61	58	35	88	88	31	88	25	96	20	3
		77%	73%	72%	72%	82%	73%	76%	76%	77%	76%	78%	78%	78%	39%
Mean score		4.1	4.1	4.1	4.0	4.2	4.0	4.1	4.1	4.2	4.1	4.2	4.2	4.1	3.3
Standard deviation		.93	.87	.89	.92	.94	.95	.92	.92	.96	.95	.87	.82	1.08	1.63
Standard error		.07	.11	.11	.10	.12	.13	.09	.09	.15	.09	.16	.07	.22	.61

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	~b	~c	a	b	a	b
Unweighted total		154	117	27	10	115	37	38	105
Effective Weighted Sample		125	95	23	8	94	31	31	86
Total		156	118	30	8	114	40	38	107
1 star	(1.0)	1	*	1	-	1	-	-	1
		1%	*%	3%	-%	1%	-%	-%	1%
2 stars	(2.0)	7	3	4	-	4	4	1	5
		5%	3%	14%	-%	3%	9%	2%	5%
3 stars	(3.0)	28	21	4	3	19	9	5	20
		18%	17%	15%	37%	16%	23%	12%	18%
4 stars	(4.0)	53	46	5	2	42	11	13	37
		34%	39%	16%	23%	37%	28%	35%	34%
5 stars	(5.0)	66	47	16	3	49	16	19	45
		42%	40%	53%	40%	43%	39%	50%	42%
RATING OF 4-5 OUT OF 5		119	94	20	5	91	27	33	82
		77%	79%	68%	63%	79%	68%	86%	76%
Mean score		4.1	4.2	4.0	4.0	4.2	4.0	4.3	4.1
Standard deviation		.93	.84	1.25	.93	.90	1.01	.78	.93
Standard error		.07	.08	.24	.30	.08	.17	.13	.09

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		901	239	321	341	437	464	123	116	154	167	160	181	42	474	385
Effective Weighted Sample		699	188	252	265	342	358	99	89	122	131	126	140	34	368	302
Total		894	246	283	366	453	441	134	112	136	146	183	183	45	434	415
1 star	(1.0)	3	1	-	3	3	-	1	-	-	-	3	-	1	-	3
		*%	*%	-%	1%	1%	-%	1%	-%	-%	-%	1%	-%	2%	-%	1%
														b		
2 stars	(2.0)	13	2	6	5	4	9	2	-	2	4	*	5	-	6	7
		1%	1%	2%	1%	1%	2%	1%	-%	2%	3%	*%	3%	-%	1%	2%
3 stars	(3.0)	150	51	45	54	78	72	25	26	21	23	31	23	7	80	63
		17%	21%	16%	15%	17%	16%	19%	23%	16%	16%	17%	13%	16%	18%	15%
									f							
4 stars	(4.0)	314	88	94	132	160	154	53	35	44	50	62	69	18	151	145
		35%	36%	33%	36%	35%	35%	40%	31%	33%	34%	34%	38%	40%	35%	35%
5 stars	(5.0)	414	104	138	172	208	206	53	51	68	69	86	86	19	197	198
		46%	42%	49%	47%	46%	47%	40%	46%	50%	47%	47%	47%	43%	45%	48%
RATING OF 4-5 OUT OF 5		728	193	232	304	368	361	106	87	113	119	149	155	37	348	343
		81%	78%	82%	83%	81%	82%	79%	77%	83%	81%	81%	85%	83%	80%	83%
Mean score		4.3	4.2	4.3	4.3	4.2	4.3	4.2	4.2	4.3	4.3	4.3	4.3	4.2	4.2	4.3
Standard deviation		.81	.81	.81	.82	.82	.80	.81	.80	.79	.82	.85	.79	.84	.80	.82
Standard error		.03	.05	.05	.04	.04	.04	.07	.07	.06	.06	.07	.06	.13	.04	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 58

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		901	600	105	129	67	340	185	226	148	573	249	534	108	729	172
Effective Weighted Sample		699	538	98	126	61	278	146	187	122	444	197	417	86	566	134
Total		894	762	57	45	30	324	251	171	148	567	238	536	107	728	166
1 star	(1.0)	3 *%	3 *%	- -%	* 1%	- -%	- -%	- -%	1 1%	2 1% a	3 1%	2 1%	2 *%	- -%	3 *%	- -%
2 stars	(2.0)	13 1%	12 2%	- -%	- -%	* 1%	5 2%	4 1%	* *%	3 2%	13 2%	5 2%	8 2%	5 5% cf	13 2%	- -%
3 stars	(3.0)	150 17%	127 17%	9 16%	8 17%	6 19%	44 14%	51 20%	26 15%	29 20%	93 16%	41 17%	83 15%	11 11%	123 17%	27 16%
4 stars	(4.0)	314 35%	264 35%	24 43%	15 32%	11 36%	130 40% c	90 36%	48 28%	46 31%	191 34%	80 34%	198 37%	30 28%	259 36%	56 33%
5 stars	(5.0)	414 46%	355 47%	24 41%	22 49%	13 44%	145 45%	106 42%	95 56% ab	68 46%	267 47%	110 46%	245 46%	60 56%	331 45%	83 50%
RATING OF 4-5 OUT OF 5		728 81%	620 81%	48 84%	37 82%	24 80%	275 85% d	196 78%	143 84%	113 77%	458 81%	190 80%	443 83%	90 84%	589 81%	139 84%
Mean score		4.3	4.3	4.3	4.3	4.2	4.3	4.2	4.4 bd	4.2	4.2	4.2	4.3	4.4	4.2	4.3
Standard deviation		.81	.82	.72	.82	.80	.76	.81	.80	.92	.84	.87	.80	.87	.82	.74
Standard error		.03	.03	.07	.07	.10	.04	.06	.05	.08	.04	.06	.03	.08	.03	.06

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 58

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		901	264	233	373	528	133	398	407	494	511	333	622	215	64
Effective Weighted Sample		699	209	181	294	407	102	314	320	380	400	253	485	165	49
Total		894	258	217	357	538	122	390	396	499	502	333	620	214	60
1 star	(1.0)	3	1	-	1	2	1	2	2	1	3	-	1	1	1
		*%	*%	-%	*%	*%	1%	*%	*%	*%	1%	-%	*%	*%	2%
2 stars	(2.0)	13	6	4	8	5	1	8	8	5	9	3	8	5	-
		1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	-%
3 stars	(3.0)	150	50	36	62	88	23	62	63	87	69	64	100	36	14
		17%	19%	16%	17%	16%	19%	16%	16%	18%	14%	19%	16%	17%	24%
4 stars	(4.0)	314	87	72	121	193	39	133	136	178	183	113	217	85	12
		35%	34%	33%	34%	36%	32%	34%	34%	36%	36%	34%	35%	40%	20%
													c	c	
5 stars	(5.0)	414	114	106	165	250	58	186	187	227	238	153	294	87	33
		46%	44%	49%	46%	46%	48%	48%	47%	45%	47%	46%	47%	41%	55%
RATING OF 4-5 OUT OF 5		728	201	178	285	443	97	318	324	405	421	266	511	172	45
		81%	78%	82%	80%	82%	80%	82%	82%	81%	84%	80%	82%	80%	75%
Mean score		4.3	4.2	4.3	4.2	4.3	4.2	4.3	4.3	4.3	4.3	4.3	4.3	4.2	4.3
Standard deviation		.81	.86	.80	.84	.79	.84	.83	.83	.80	.81	.79	.79	.82	.95
Standard error		.03	.05	.05	.04	.03	.07	.04	.04	.04	.04	.04	.03	.06	.12

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%			a	b	c	a	b	a	b
Unweighted total		901	555	230	116	734	161	207	645
Effective Weighted Sample		699	436	174	89	561	134	164	496
Total		894	556	222	116	718	170	211	638
1 star	(1.0)	3	2	-	1	3	-	2	2
		***%	***%	-%	1%	***%	-%	1%	***%
2 stars	(2.0)	13	9	1	3	11	1	6	6
		1%	2%	***%	3%	2%	1%	3%	1%
3 stars	(3.0)	150	89	47	14	114	35	33	111
		17%	16%	21%	12%	16%	21%	16%	17%
4 stars	(4.0)	314	207	65	42	249	61	64	234
		35%	37%	29%	36%	35%	36%	30%	37%
5 stars	(5.0)	414	249	110	55	340	72	107	286
		46%	45%	49%	47%	47%	43%	50%	45%
RATING OF 4-5 OUT OF 5		728	457	174	97	589	134	170	520
		81%	82%	79%	84%	82%	79%	81%	81%
Mean score		4.3	4.2	4.3	4.3	4.3	4.2	4.3	4.2
Standard deviation		.81	.80	.80	.87	.81	.79	.89	.79
Standard error		.03	.03	.05	.08	.03	.06	.06	.03

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			~a	~b	c	a	b	~a	~b	~c	~d	~e	~f	~a	b	c
Unweighted total		86	24	28	34	46	40	15	9	17	11	14	20	5	43	38
Effective Weighted Sample		72	19	22	31	37	35	12	7	13	9	12	18	4	35	33
Total		80	22	26	33	42	38	13	8	15	11	14	19	4	40	36
1 star	(1.0)	3	1	1	1	2	1	1	-	1	-	-	1	1	1	1
		4%	3%	5%	3%	5%	3%	6%	-%	9%	-%	-%	5%	19%	3%	3%
2 stars	(2.0)	1	-	-	1	1	*	-	-	-	-	1	*	-	-	1
		1%	-%	-%	4%	2%	1%	-%	-%	-%	-%	5%	3%	-%	-%	3%
3 stars	(3.0)	12	2	2	8	6	7	1	1	2	*	2	6	-	4	8
		16%	10%	9%	25%	14%	18%	11%	8%	13%	3%	17%	31%	-%	10%	23%
4 stars	(4.0)	27	7	10	9	13	14	4	3	5	5	5	5	1	15	11
		34%	33%	41%	29%	32%	36%	30%	37%	34%	50%	33%	26%	35%	37%	30%
5 stars	(5.0)	36	12	12	13	20	16	7	5	7	5	6	7	2	20	15
		45%	54%	45%	40%	48%	43%	54%	55%	44%	47%	46%	35%	46%	50%	40%
RATING OF 4-5 OUT OF 5		63	19	22	22	34	30	11	8	12	11	11	11	3	34	26
		79%	87%	86%	69%	80%	78%	84%	92%	78%	97%	79%	61%	81%	87%	71%
Mean score		4.2	4.3	4.2	4.0	4.2	4.1	4.3	4.5	4.1	4.4	4.2	3.8	3.9	4.3	4.0
Standard deviation		1.00	.93	.99	1.05	1.05	.95	1.08	.68	1.20	.58	.92	1.13	1.71	.91	1.02
Standard error		.11	.19	.19	.18	.16	.15	.28	.23	.29	.17	.24	.25	.76	.14	.17

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 59

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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		86	60	13	9	4	47	8	21	10	70	43	77	32	81	5
Effective Weighted Sample		72	56	12	9	4	39	7	18	9	58	35	64	26	68	4
Total		80	68	7	3	1	43	10	17	10	64	35	70	28	75	5
1 star	(1.0)	3	3	-	-	-	1	-	2	-	3	3	2	-	3	-
		4%	4%	-%	-%	-%	3%	-%	10%	-%	5%	9%	3%	-%	4%	-%
2 stars	(2.0)	1	1	-	*	-	1	*	-	-	1	1	1	1	1	-
		1%	1%	-%	15%	-%	2%	5%	-%	-%	2%	2%	2%	2%	2%	-%
3 stars	(3.0)	12	10	2	1	-	5	1	6	1	8	6	11	4	12	*
		16%	15%	21%	31%	-%	11%	9%	36%	7%	13%	17%	16%	13%	16%	6%
4 stars	(4.0)	27	23	4	-	*	16	3	4	4	24	10	24	7	25	2
		34%	33%	54%	-%	30%	37%	25%	24%	44%	37%	30%	34%	26%	34%	35%
5 stars	(5.0)	36	32	2	2	1	20	6	5	5	28	15	32	16	33	3
		45%	47%	25%	54%	70%	47%	62%	29%	49%	44%	43%	45%	58%	45%	58%
RATING OF 4-5 OUT OF 5		63	54	6	2	1	36	9	9	9	52	25	56	23	59	5
		79%	80%	79%	54%	100%	84%	87%	53%	93%	81%	72%	79%	84%	78%	94%
Mean score		4.2	4.2	4.0	3.9	4.7	4.2	4.4	3.6	4.4	4.1	4.0	4.2	4.4	4.1	4.5
Standard deviation		1.00	1.02	.73	1.46	.92	.94	.88	1.24	.65	1.03	1.23	.96	.83	1.01	.69
Standard error		.11	.13	.20	.49	.46	.14	.31	.27	.21	.12	.19	.11	.15	.11	.31

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 59

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		86	38	39	49	37	41	73	74	12	71	10	75	10	1
Effective Weighted Sample		72	31	32	40	32	34	61	62	10	60	8	62	9	1
Total		80	34	35	42	38	37	69	70	10	66	10	69	10	1
1 star	(1.0)	3	1	1	1	2	1	2	2	1	2	-	2	-	1
		4%	4%	4%	3%	5%	2%	3%	3%	10%	3%	-%	3%	-%	100%
2 stars	(2.0)	1	-	1	1	-	1	1	1	-	1	-	1	-	-
		1%	-%	3%	3%	-%	3%	2%	2%	-%	2%	-%	2%	-%	-%
3 stars	(3.0)	12	2	3	3	9	7	11	11	1	12	*	9	3	-
		16%	6%	7%	8%	25% ac	18%	16%	16%	15%	19%	3%	13%	34%	-%
4 stars	(4.0)	27	15	13	17	10	12	23	24	3	20	5	23	4	-
		34%	46%	37%	40%	26%	33%	34%	35%	27%	30%	50%	33%	40%	-%
5 stars	(5.0)	36	15	17	20	17	16	32	32	5	30	5	34	3	-
		45%	44%	49%	46%	44%	44%	46%	45%	48%	46%	47%	49%	26%	-%
RATING OF 4-5 OUT OF 5		63	30	30	37	27	28	55	56	7	50	10	57	7	-
		79%	90%	86%	87%	71%	77%	80%	80%	75%	76%	97%	82%	66%	-%
Mean score		4.2	4.3	4.2	4.2	4.1	4.1	4.2	4.2	4.0	4.1	4.4	4.2	3.9	1.0
Standard deviation		1.00	.89	1.00	.94	1.07	.97	.96	.96	1.31	1.01	.58	.97	.81	-
Standard error		.11	.14	.16	.13	.18	.15	.11	.11	.38	.12	.18	.11	.26	-

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	~b	~c	a	~b	~a	b
Unweighted total		86	72	7	7	66	20	29	50
Effective Weighted Sample		72	59	6	6	54	18	25	41
Total		80	65	8	7	61	19	28	47
1 star	(1.0)	3	3	-	-	2	1	2	1
		4%	5%	-%	-%	3%	7%	6%	3%
2 stars	(2.0)	1	1	-	-	1	-	-	1
		1%	2%	-%	-%	2%	-%	-%	1%
3 stars	(3.0)	12	7	1	5	9	3	2	8
		16%	10%	13%	72%	15%	17%	8%	17%
4 stars	(4.0)	27	20	5	2	21	6	11	15
		34%	31%	61%	28%	35%	31%	38%	32%
5 stars	(5.0)	36	34	2	-	28	8	14	22
		45%	52%	26%	-%	45%	45%	48%	47%
RATING OF 4-5 OUT OF 5		63	55	7	2	49	14	24	37
		79%	84%	87%	28%	80%	76%	86%	79%
Mean score		4.2	4.2	4.1	3.3	4.2	4.1	4.2	4.2
Standard deviation		1.00	1.03	.66	.48	.96	1.14	1.05	.96
Standard error		.11	.12	.25	.18	.12	.26	.20	.14

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 60

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
			a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%																
Unweighted total		1665	472	589	604	800	865	213	259	286	303	301	303	131	874	660
Effective Weighted Sample		1316	384	465	479	634	684	173	212	226	239	240	239	107	694	523
Total		1634	477	503	654	811	823	222	255	252	251	337	316	124	800	710
1 star	(1.0)	5 *%	3 1%	- -%	2 *%	* *%	5 1%	* *%	3 1%	- -%	- -%	- -%	2 1%	- -%	3 *%	2 *%
2 stars	(2.0)	37 2%	17 3%	9 2%	11 2%	13 2%	24 3%	7 3%	10 4%	5 2%	5 2%	2 *%	9 3%	3 2%	23 3%	11 2%
3 stars	(3.0)	198 12%	67 14%	56 11%	75 12%	109 13%	90 11%	37 17%	30 12%	32 13%	24 10%	40 12%	35 11%	22 18%	93 12%	83 12%
4 stars	(4.0)	537 33%	153 32%	161 32%	222 34%	282 35%	255 31%	80 36%	73 29%	83 33%	79 31%	120 35%	103 32%	42 34%	261 33%	234 33%
5 stars	(5.0)	857 52%	238 50%	276 55%	343 52%	408 50%	449 55%	98 44%	139 55%	133 53%	143 57%	176 52%	167 53%	57 46%	420 52%	380 54%
RATING OF 4-5 OUT OF 5		1394 85%	390 82%	438 87%	565 86%	689 85%	704 86%	178 80%	213 83%	216 86%	222 88%	296 88%	269 85%	98 80%	681 85%	614 86%
Mean score		4.3	4.3	4.4	4.4	4.3	4.4	4.2	4.3	4.4	4.4	4.4	4.3	4.2	4.3	4.4
Standard deviation		.80	.88	.76	.78	.77	.83	.84	.91	.77	.74	.71	.84	.83	.82	.77
Standard error		.02	.04	.03	.03	.03	.03	.06	.06	.05	.04	.04	.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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 60

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q19J. Please give a star rating to show how much you think they like YouTube Music. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child listens to YouTube Music at least weekly

		NATION					HOUSEHOLD SOCIO-ECONOMIC GROUP				BBC SERVICES USED WEEKLY					
		Total	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%																
Unweighted total		1665	1121	215	208	121	570	314	413	366	970	370	993	136	1268	397
Effective Weighted Sample		1316	1012	204	204	111	473	254	342	306	768	294	790	109	1003	313
Total		1634	1389	120	71	53	544	424	312	354	947	357	984	133	1249	384
1 star	(1.0)	5 *%	5 *%	- -%	* *%	- -%	1 *%	4 1%	- -%	- -%	5 1%	1 *%	5 1%	1 1%	5 *%	- -%
2 stars	(2.0)	37 2%	33 2%	2 1%	1 1%	1 2%	15 3%	7 2%	10 3%	5 1%	21 2%	4 1%	22 2%	1 1%	30 2%	7 2%
3 stars	(3.0)	198 12%	168 12%	16 13%	8 11%	7 13%	70 13%	55 13%	35 11%	38 11%	110 12%	39 11%	108 11%	8 6%	147 12%	51 13% d
4 stars	(4.0)	537 33%	459 33%	42 35%	20 29%	15 29%	199 37% d	134 32%	103 33%	101 29%	309 33%	108 30%	339 34%	44 33%	416 33%	121 31%
5 stars	(5.0)	857 52%	725 52%	60 50%	42 59%	30 56%	258 47%	224 53%	165 53%	210 59% a	502 53%	204 57%	510 52%	79 59%	652 52%	205 53%
RATING OF 4-5 OUT OF 5		1394 85%	1184 85%	102 85%	62 87%	45 85%	457 84%	358 84%	267 86%	311 88%	812 86%	312 88%	849 86%	122 92%	1068 85%	326 85%
Mean score		4.3	4.3	4.3	4.4	4.4	4.3	4.3	4.4	4.5 a	4.4	4.4	4.3	4.5	4.3	4.4
Standard deviation		.80	.81	.76	.78	.79	.81	.83	.80	.74	.81	.76	.80	.74	.81	.78
Standard error		.02	.02	.05	.05	.07	.03	.05	.04	.04	.03	.04	.03	.06	.02	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 60

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES		LIKE OR DISLIKE BBC			
		WEEKLY								BITESIZE					
		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		1665	478	397	665	1000	199	709	715	950	879	610	1057	446	162
Effective Weighted Sample		1316	382	317	533	784	157	565	570	747	688	483	832	354	132
Total		1634	457	377	637	997	195	688	692	942	859	600	1041	445	148
1 star	(1.0)	5 *%	3 1%	1 *%	3 1%	2 *%	3 2% d	3 1%	3 1%	2 *%	1 *%	4 1%	3 *%	2 *%	- -%
2 stars	(2.0)	37 2%	15 3%	8 2%	17 3%	20 2%	3 1%	13 2%	13 2%	24 3%	19 2%	11 2%	17 2%	15 3%	4 3%
3 stars	(3.0)	198 12%	54 12%	45 12%	74 12%	125 12%	16 8%	73 11%	73 11%	125 13%	88 10%	81 14%	96 9%	72 16% a	31 21% a
4 stars	(4.0)	537 33%	154 34%	110 29%	207 33%	329 33%	65 33%	236 34%	238 34%	298 32%	282 33%	198 33%	331 32%	171 38% ac	35 24%
5 stars	(5.0)	857 52%	232 51%	213 57%	336 53%	521 52%	109 56%	362 53%	364 53%	493 52%	469 55%	306 51%	593 57% b	186 42%	78 53% b
RATING OF 4-5 OUT OF 5		1394 85%	386 84%	323 86%	543 85%	851 85%	174 89%	598 87%	603 87%	791 84%	751 87%	504 84%	925 89% bc	356 80%	113 76%
Mean score		4.3	4.3	4.4	4.3	4.4	4.4	4.4	4.4	4.3	4.4	4.3	4.4 bc	4.2	4.3
Standard deviation		.80	.85	.80	.82	.79	.82	.79	.79	.81	.77	.82	.75	.85	.89
Standard error		.02	.04	.04	.03	.02	.06	.03	.03	.03	.03	.03	.02	.04	.07

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
			a	b	c	a	b	a	b
Significance Level: 95%									
Unweighted total		1665	912	511	242	1248	402	388	1172
Effective Weighted Sample		1316	722	402	192	968	337	308	921
Total		1634	899	493	241	1176	437	387	1145
1 star	(1.0)	5	2	2	1	5	-	-	5
		*%	*%	*%	*%	*%	-%	-%	*%
2 stars	(2.0)	37	15	9	13	21	14	8	27
		2%	2%	2%	5% ab	2%	3%	2%	2%
3 stars	(3.0)	198	94	66	38	142	54	51	134
		12%	10%	13%	16% a	12%	12%	13%	12%
4 stars	(4.0)	537	278	166	93	371	157	110	383
		33%	31%	34%	38% a	32%	36%	28%	33%
5 stars	(5.0)	857	509	251	97	637	212	219	596
		52%	57% c	51% c	40%	54%	49%	57%	52%
RATING OF 4-5 OUT OF 5		1394	787	417	189	1007	369	329	979
		85%	88% c	85%	78%	86%	84%	85%	85%
Mean score		4.3	4.4 c	4.3 c	4.1	4.4	4.3	4.4	4.3
Standard deviation		.80	.76	.80	.89	.80	.80	.79	.81
Standard error		.02	.03	.04	.06	.02	.04	.04	.02

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		335	82	94	159	191	144	42	40	55	39	94	65	18	146	171
Effective Weighted Sample		267	65	77	127	149	118	32	33	44	33	74	52	15	116	137
Total		319	83	79	157	181	138	41	41	45	34	95	62	17	133	169
1 star	(1.0)	3	2	-	*	1	1	1	1	-	-	*	-	1	1	*
		1%	3%	-%	*%	1%	1%	2%	3%	-%	-%	*%	-%	4%	1%	*%
2 stars	(2.0)	6	2	-	4	4	2	*	2	-	-	4	-	*	2	4
		2%	2%	-%	2%	2%	1%	1%	4%	-%	-%	4%	-%	2%	1%	2%
3 stars	(3.0)	50	18	14	18	30	19	9	9	7	8	15	3	2	29	19
		16%	21%	18%	11%	17%	14%	21%	22%	15%	22%	16%	4%	11%	22%	11%
4 stars	(4.0)	129	30	36	63	75	54	18	12	26	10	31	32	6	58	66
		40%	36%	46%	40%	41%	39%	43%	29%	58%	29%	33%	51%	32%	43%	39%
5 stars	(5.0)	132	31	29	73	71	61	14	17	12	17	45	28	9	44	80
		41%	37%	37%	46%	39%	44%	34%	41%	28%	49%	47%	44%	50%	33%	47%
RATING OF 4-5 OUT OF 5		261	61	65	135	146	116	31	29	38	27	76	59	14	102	146
		82%	74%	82%	86%	80%	84%	77%	71%	85%	78%	80%	96%	83%	76%	86%
					a								abde			b
Mean score		4.2	4.0	4.2	4.3	4.2	4.3	4.1	4.0	4.1	4.3	4.2	4.4	4.2	4.1	4.3
					a								abc			b
Standard deviation		.82	.96	.72	.78	.83	.82	.87	1.06	.64	.81	.89	.58	1.05	.83	.78
Standard error		.04	.11	.07	.06	.06	.07	.13	.17	.09	.13	.09	.07	.25	.07	.06

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 61

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		335	226	41	37	31	158	45	82	49	236	124	255	66	294	41
Effective Weighted Sample		267	204	39	36	29	134	35	68	40	189	100	205	54	234	34
Total		319	269	23	13	14	155	58	59	47	223	118	242	65	276	44
1 star	(1.0)	3 1%	2 1%	- -%	* 3%	- -%	- -%	- -%	1 2%	1 3% a	2 1%	1 1%	2 1%	- -%	3 1%	- -%
2 stars	(2.0)	6 2%	5 2%	- -%	* 3%	* 3%	1 1%	* 1%	1 2%	3 6%	2 1%	- -%	5 2%	- -%	5 2%	1 3%
3 stars	(3.0)	50 16%	40 15%	7 32% acd	1 11%	1 6%	27 18%	6 10%	8 14%	8 18%	36 16% d	15 13%	40 16% d	3 5%	47 17% d	3 7%
4 stars	(4.0)	129 40%	111 41%	8 34%	5 35%	5 37%	66 43% d	31 53% d	21 36%	10 22%	85 38%	49 42%	98 40%	24 38%	106 38%	23 53%
5 stars	(5.0)	132 41%	111 41%	8 34%	6 49%	7 55%	60 39%	21 36%	27 46%	24 52%	97 44%	52 44%	98 40%	37 58% ce	116 42%	16 37%
RATING OF 4-5 OUT OF 5		261 82%	222 83% b	16 68%	11 84%	12 91% b	127 81%	52 89%	48 82%	35 74%	183 82%	102 86%	196 81%	61 95% ace	222 80%	40 91%
Mean score		4.2	4.2	4.0	4.2	4.4 b	4.2	4.3	4.2	4.1	4.2	4.3	4.2	4.5 abce	4.2	4.3
Standard deviation		.82	.82	.83	.99	.76	.75	.66	.90	1.09	.82	.76	.83	.59	.84	.70
Standard error		.04	.05	.13	.16	.14	.06	.10	.10	.16	.05	.07	.05	.07	.05	.11

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 61

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 a	CBBC b	EITHER c	NEITHER d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b	DISLIKE ~c
Significance Level: 95%															
Unweighted total		335	113	114	165	170	81	212	216	119	245	65	258	69	8
Effective Weighted Sample		267	92	91	133	135	65	170	173	94	196	52	206	55	7
Total		319	102	105	153	166	76	207	210	110	236	58	246	68	5
1 star	(1.0)	3	1	-	1	1	1	2	2	*	*	1	1	-	1
		1%	1%	-%	1%	1%	1%	1%	1%	1%	*%	*%	2%	1%	-%
2 stars	(2.0)	6	*	2	2	4	-	2	2	4	4	1	5	-	1
		2%	*%	2%	1%	2%	-%	1%	1%	4%	2%	2%	2%	2%	-%
3 stars	(3.0)	50	14	17	26	23	13	34	35	15	34	14	33	16	-
		16%	14%	16%	17%	14%	17%	17%	17%	13%	14%	24%	14%	24%	-%
4 stars	(4.0)	129	44	41	61	68	28	81	81	48	100	19	97	32	1
		40%	43%	39%	40%	41%	36%	39%	39%	43%	42%	33%	39%	46%	12%
5 stars	(5.0)	132	42	44	62	70	34	87	90	43	98	22	110	20	3
		41%	41%	42%	41%	42%	45%	42%	43%	39%	41%	39%	45% b	30%	48%
RATING OF 4-5 OUT OF 5		261	86	86	123	138	62	168	171	90	198	41	206	52	3
		82%	84%	82%	81%	83%	82%	81%	82%	82%	84% b	72%	84%	76%	60%
Mean score		4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.0	4.3	4.1	3.5
Standard deviation		.82	.80	.79	.83	.82	.81	.82	.82	.83	.77	.97	.81	.74	1.86
Standard error		.04	.08	.07	.06	.06	.09	.06	.06	.08	.05	.12	.05	.09	.66

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		335	237	61	37	233	98	87	218
Effective Weighted Sample		267	191	47	29	181	83	65	177
Total		319	227	57	35	210	106	80	208
1 star	(1.0)	3	2	-	*	3	-	2	*
		1%	1%	-%	1%	1%	-%	3%	*%
2 stars	(2.0)	6	4	2	-	1	4	*	5
		2%	2%	4%	-%	1%	4%	*%	3%
3 stars	(3.0)	50	29	12	9	32	16	10	34
		16%	13%	21%	25%	15%	15%	12%	16%
4 stars	(4.0)	129	96	23	10	86	42	36	83
		40%	42%	40%	29%	41%	40%	45%	40%
5 stars	(5.0)	132	96	20	16	88	44	32	85
		41%	42%	35%	45%	42%	41%	40%	41%
RATING OF 4-5 OUT OF 5		261	192	43	26	174	86	68	168
		82%	85%	76%	74%	83%	81%	85%	81%
Mean score		4.2	4.2	4.1	4.2	4.2	4.2	4.2	4.2
Standard deviation		.82	.81	.85	.89	.82	.83	.87	.81
Standard error		.04	.05	.11	.15	.05	.08	.09	.06

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 62

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		635	119	199	317	341	294	64	55	108	91	169	148	19	272	344
Effective Weighted Sample		497	97	155	247	263	234	51	46	83	73	130	117	16	215	269
Total		637	121	180	336	344	294	65	56	99	81	180	156	17	253	368
1 star	(1.0)	8 1%	3 2%	2 1%	3 1%	3 1%	6 2%	* 1%	2 4% e	2 2%	- -%	* *%	3 2%	- -%	5 2%	3 1%
2 stars	(2.0)	25 4%	3 3%	12 7%	9 3%	12 4%	13 4%	2 3%	2 3%	6 6%	6 8%	5 3%	4 3%	- -%	12 5%	13 4%
3 stars	(3.0)	151 24%	24 20%	28 16%	99 29% b	76 22%	75 26%	10 15%	14 25% c	11 12%	17 20%	54 30% ac	44 28% c	3 19%	42 17%	106 29% b
4 stars	(4.0)	217 34%	31 25%	63 35%	123 37% a	118 34%	99 34%	17 26%	14 24%	34 34%	30 37%	68 38%	56 36%	5 31%	85 34%	127 35%
5 stars	(5.0)	236 37%	60 50% c	75 42% c	102 30%	135 39%	101 34%	36 56% def	24 43%	46 47% ef	29 35%	53 30%	48 31%	8 50%	109 43% c	119 32%
RATING OF 4-5 OUT OF 5		454 71%	90 75%	138 77% c	225 67%	253 74%	200 68%	53 82%	38 67%	80 80% ef	58 72%	121 67%	104 67%	14 81%	194 77% c	246 67%
Mean score		4.0	4.2 c	4.1	3.9	4.1	3.9	4.3 def	4.0	4.2	4.0	3.9	3.9	4.3	4.1 c	3.9
Standard deviation		.94	1.00	.97	.89	.91	.97	.88	1.10	.99	.94	.85	.94	.79	.97	.91
Standard error		.04	.09	.07	.05	.05	.06	.11	.15	.10	.10	.07	.08	.18	.06	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 62

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		635	421	79	90	45	302	119	123	91	475	264	635	116	635	-
Effective Weighted Sample		497	383	75	88	40	249	96	100	76	374	208	497	92	497	-
Total		637	544	43	32	19	288	168	92	89	480	255	637	119	637	-
1 star	(1.0)	8	7	-	1	*	4	2	*	1	5	4	8	-	8	-
		1%	1%	-%	2%	2%	1%	1%	*%	1%	1%	1%	1%	-%	1%	-%
2 stars	(2.0)	25	21	2	2	*	12	9	3	*	17	5	25	-	25	-
		4%	4%	5%	5%	2%	4%	5%	4%	*%	4%	2%	4%	-%	4%	-%
3 stars	(3.0)	151	130	9	7	5	56	36	32	27	113	43	151	23	151	-
		24%	24%	21%	22%	26%	19%	21%	34% ab	30% a	24%	17%	24%	19%	24%	-%
4 stars	(4.0)	217	182	16	12	7	105	62	24	26	162	91	217	30	217	-
		34%	34%	37%	37%	38%	36%	37%	27%	29%	34%	36%	34%	25%	34%	-%
5 stars	(5.0)	236	204	16	11	6	111	59	32	35	181	113	236	67	236	-
		37%	37%	37%	34%	32%	39%	35%	35%	39%	38%	44%	37%	56% ace	37%	-%
RATING OF 4-5 OUT OF 5		454	386	32	22	13	216	121	56	61	344	203	454	96	454	-
		71%	71%	74%	70%	70%	75% c	72%	61%	68%	72%	80% ace	71%	81%	71%	-%
Mean score		4.0	4.0	4.1	3.9	4.0	4.1	4.0	3.9	4.0	4.0	4.2 ce	4.0	4.4 ace	4.0	-
Standard deviation		.94	.94	.89	1.01	.94	.94	.96	.94	.92	.93	.89	.94	.79	.94	-
Standard error		.04	.05	.10	.11	.14	.05	.09	.08	.10	.04	.05	.04	.07	.04	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 62

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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					CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		WEEKLY													
		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		635	176	199	276	359	129	442	450	185	472	142	536	81	18
Effective Weighted Sample		497	141	157	220	278	105	349	355	143	367	113	417	65	15
Total		637	175	192	269	368	125	435	442	195	473	145	535	83	19
1 star	(1.0)	8	5	5	5	3	1	5	5	3	4	4	2	2	4
		1%	3%	3%	2%	1%	1%	1%	1%	2%	1%	3%	*%	2%	22%
2 stars	(2.0)	25	7	5	9	16	3	11	11	14	13	11	14	5	6
		4%	4%	3%	3%	4%	3%	2%	3%	7% bc	3%	8% a	3%	6%	32%
3 stars	(3.0)	151	28	45	56	95	25	86	88	62	101	46	104	44	3
		24%	16%	23%	21%	26% a	20%	20%	20%	32% abc	21%	31% a	19%	52% a	16%
4 stars	(4.0)	217	51	57	83	134	36	141	146	72	164	47	189	24	5
		34%	29%	30%	31%	37%	29%	32%	33%	37%	35%	32%	35%	29%	26%
5 stars	(5.0)	236	84	80	116	120	58	192	192	44	191	38	226	9	1
		37%	48% d	42%	43% d	33%	47% d	44% d	43% d	23%	40% b	26%	42% b	11%	5%
RATING OF 4-5 OUT OF 5		454	135	137	199	254	94	334	338	116	355	85	415	33	6
		71%	77%	71%	74%	69%	76% d	77% d	76% d	59%	75% b	58%	77% b	40%	31%
Mean score		4.0	4.2 d	4.1	4.1	4.0	4.2 d	4.2 d	4.2 d	3.7	4.1 b	3.7	4.2 b	3.4	2.6
Standard deviation		.94	1.01	1.00	.97	.91	.93	.90	.90	.95	.90	1.02	.86	.86	1.25
Standard error		.04	.08	.07	.06	.05	.08	.04	.04	.07	.04	.09	.04	.10	.29

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 62

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		635	505	73	57	441	187	133	452
Effective Weighted Sample		497	393	58	46	338	154	103	355
Total		637	505	68	65	427	201	132	457
1 star	(1.0)	8 1%	3 1%	3 4% a	2 3%	4 1%	4 2%	1 1%	6 1%
2 stars	(2.0)	25 4%	9 2%	11 16% a	5 7% a	14 3%	9 5%	4 3%	19 4%
3 stars	(3.0)	151 24%	104 21%	15 21%	32 50% ab	113 26%	37 18%	36 27%	102 22%
4 stars	(4.0)	217 34%	173 34%	23 34%	21 32%	149 35%	62 31%	34 26%	168 37% a
5 stars	(5.0)	236 37%	215 43% bc	16 24% c	5 8%	147 35%	88 44% a	57 43%	163 36%
RATING OF 4-5 OUT OF 5		454 71%	388 77% bc	40 58%	26 40%	296 69%	150 75%	90 69%	330 72%
Mean score		4.0	4.2 bc	3.6	3.3	4.0	4.1	4.1	4.0
Standard deviation		.94	.86	1.15	.85	.91	1.00	.96	.93
Standard error		.04	.04	.13	.11	.04	.07	.08	.04
Columns Tested: a,b,c - a,b - a,b									

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 63

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		549	90	172	287	386	163	55	35	121	51	210	77	23	219	307
Effective Weighted Sample		440	73	138	232	306	135	45	28	95	43	169	64	18	176	249
Total		558	93	154	311	401	157	60	33	109	45	232	79	18	207	333
1 star	(1.0)	5	1	-	4	3	1	1	-	-	-	2	1	1	*	4
		1%	1%	-%	1%	1%	1%	2%	-%	-%	-%	1%	2%	4%	*%	1%
2 stars	(2.0)	9	2	2	5	3	5	1	1	*	2	2	3	1	3	5
		2%	2%	1%	2%	1%	3%	2%	2%	*%	4%	1%	4%	6%	1%	1%
3 stars	(3.0)	85	10	28	47	54	31	5	6	18	10	31	16	2	31	52
		15%	11%	18%	15%	13%	20%	8%	17%	17%	22%	13%	20%	13%	15%	16%
4 stars	(4.0)	229	46	58	126	158	71	33	13	37	20	88	38	6	93	130
		41%	49%	38%	40%	39%	45%	55%	39%	34%	45%	38%	48%	32%	45%	39%
5 stars	(5.0)	231	34	66	131	182	48	20	14	53	13	109	21	8	81	142
		41%	36%	43%	42%	45%	31%	33%	42%	49%	30%	47%	27%	44%	39%	43%
RATING OF 4-5 OUT OF 5		460	79	124	256	340	119	53	26	90	34	197	59	14	173	272
		82%	86%	81%	82%	85%	76%	88%	81%	83%	75%	85%	74%	76%	84%	82%
Mean score		4.2	4.2	4.2	4.2	4.3	4.0	4.2	4.2	4.3	4.0	4.3	3.9	4.1	4.2	4.2
Standard deviation		.81	.80	.79	.83	.79	.85	.80	.81	.76	.82	.80	.88	1.12	.75	.83
Standard error		.03	.08	.06	.05	.04	.07	.11	.14	.07	.11	.06	.10	.23	.05	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 63

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		549	388	58	64	39	265	91	120	73	393	206	549	102	549	-
Effective Weighted Sample		440	350	54	63	34	219	73	100	64	312	162	440	79	440	-
Total		558	483	35	23	17	260	125	94	78	402	198	558	101	558	-
1 star	(1.0)	5	4	-	*	-	2	-	1	2	4	1	5	-	5	-
		1%	1%	-%	2%	-%	1%	-%	1%	3%	1%	1%	1%	-%	1%	-%
2 stars	(2.0)	9	7	*	-	1	3	2	2	2	4	-	9	*	9	-
		2%	2%	1%	-%	4%	1%	2%	2%	2%	1%	-%	2%	*%	2%	-%
3 stars	(3.0)	85	74	7	3	1	39	19	12	15	61	30	85	9	85	-
		15%	15%	21%	13%	8%	15%	15%	13%	19%	15%	15%	15%	9%	15%	-%
4 stars	(4.0)	229	203	13	7	7	116	49	34	30	162	75	229	37	229	-
		41%	42%	36%	31%	39%	44%	39%	36%	38%	40%	38%	41%	37%	41%	-%
5 stars	(5.0)	231	196	14	12	8	101	55	45	30	171	91	231	54	231	-
		41%	40%	41%	54% a	49%	39%	44%	47%	38%	43%	46%	41%	54% ce	41%	-%
RATING OF 4-5 OUT OF 5		460	398	27	19	15	217	104	79	59	333	166	460	91	460	-
		82%	82%	77%	85%	88%	83%	83%	84%	76%	83%	84%	82%	90%	82%	-%
Mean score		4.2	4.2	4.2	4.4	4.3	4.2	4.3	4.3	4.1	4.2	4.3	4.2	4.4 ace	4.2	-
Standard deviation		.81	.81	.82	.84	.81	.78	.77	.84	.96	.80	.76	.81	.68	.81	-
Standard error		.03	.04	.11	.11	.13	.05	.08	.08	.11	.04	.05	.03	.07	.03	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 63

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		549	135	164	215	334	100	330	336	213	367	152	426	103	20
Effective Weighted Sample		440	108	131	172	269	82	266	271	170	298	120	340	83	18
Total		558	131	157	207	351	98	333	339	219	373	160	434	105	19
1 star	(1.0)	5	2	*	3	2	1	2	2	2	3	1	4	*	1
		1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	4%
2 stars	(2.0)	9	*	*	*	8	5	5	6	2	4	4	7	*	1
		2%	*%	*%	*%	2%	5%	2%	2%	1%	1%	2%	2%	*%	6%
3 stars	(3.0)	85	16	18	25	61	11	51	52	33	49	34	50	32	4
		15%	13%	11%	12%	17%	11%	15%	15%	15%	13%	21% a	12%	30% a	19%
4 stars	(4.0)	229	52	71	86	143	35	134	136	93	151	68	173	48	8
		41%	40%	45%	41%	41%	36%	40%	40%	42%	40%	43%	40%	45%	43%
5 stars	(5.0)	231	60	67	93	137	47	140	142	89	167	52	200	25	5
		41%	46%	43%	45%	39%	48%	42%	42%	40%	45% b	33%	46% b	24%	28%
RATING OF 4-5 OUT OF 5		460	112	138	179	281	82	274	278	181	318	120	374	73	13
		82%	85%	88% d	86%	80%	83%	82%	82%	83%	85% b	75%	86% b	69%	70%
Mean score		4.2	4.3	4.3	4.3	4.2	4.2	4.2	4.2	4.2	4.3 b	4.0	4.3 b	3.9	3.8
Standard deviation		.81	.83	.69	.79	.82	.89	.81	.82	.81	.78	.84	.79	.76	1.05
Standard error		.03	.07	.05	.05	.05	.09	.04	.04	.06	.04	.07	.04	.08	.24

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
			a	b	c	a	b	a	b
Significance Level: 95%									
Unweighted total		549	400	97	52	423	123	97	427
Effective Weighted Sample		440	320	78	43	335	103	78	343
Total		558	403	102	53	424	131	92	443
1 star	(1.0)	5	3	*	1	5	-	3	1
		1%	1%	*%	2%	1%	-%	3% b	*%
2 stars	(2.0)	9	6	2	*	7	2	2	6
		2%	1%	2%	1%	2%	1%	2%	1%
3 stars	(3.0)	85	57	13	15	66	19	14	68
		15%	14%	13%	29% ab	16%	15%	15%	15%
4 stars	(4.0)	229	153	58	18	177	51	43	177
		41%	38%	57% ac	34%	42%	39%	46%	40%
5 stars	(5.0)	231	185	28	18	170	59	30	191
		41%	46% b	27%	34%	40%	45%	33%	43%
RATING OF 4-5 OUT OF 5		460	337	86	36	347	110	73	368
		82%	84% c	84% c	68%	82%	84%	80%	83%
Mean score		4.2	4.3 c	4.1	4.0	4.2	4.3	4.0	4.2
Standard deviation		.81	.81	.72	.92	.83	.76	.94	.79
Standard error		.03	.04	.07	.13	.04	.07	.10	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 64

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		712	131	271	310	355	357	71	60	132	139	152	158	30	344	338
Effective Weighted Sample		553	106	211	241	277	277	57	49	105	107	117	124	25	269	262
Total		725	137	244	344	380	344	77	60	129	116	175	169	31	324	371
1 star	(1.0)	9	4	2	4	4	4	1	2	1	*	2	1	1	5	4
		1%	3%	1%	1%	1%	1%	1%	4%	1%	*%	1%	1%	2%	1%	1%
2 stars	(2.0)	39	10	13	15	19	19	5	5	10	4	5	10	2	19	17
		5%	7%	5%	4%	5%	6%	6%	8%	7%	3%	3%	6%	8%	6%	5%
3 stars	(3.0)	168	21	55	92	90	77	11	9	29	26	49	42	3	66	98
		23%	15%	23%	27%	24%	22%	15%	15%	23%	22%	28%	25%	10%	20%	27%
4 stars	(4.0)	279	57	81	140	148	131	33	24	42	40	73	68	14	116	149
		38%	42%	33%	41%	39%	38%	44%	39%	32%	34%	42%	40%	47%	36%	40%
5 stars	(5.0)	231	45	93	93	118	113	26	20	47	46	46	47	10	118	103
		32%	33%	38%	27%	31%	33%	34%	33%	36%	40%	26%	28%	32%	36%	28%
RATING OF 4-5 OUT OF 5		510	103	174	233	266	244	59	43	89	86	118	115	24	234	252
		70%	75%	71%	68%	70%	71%	77%	72%	69%	74%	68%	68%	79%	72%	68%
Mean score		3.9	4.0	4.0	3.9	3.9	4.0	4.0	3.9	4.0	4.1	3.9	3.9	4.0	4.0	3.9
Standard deviation		.93	1.01	.94	.89	.93	.94	.94	1.10	.99	.89	.87	.91	1.00	.97	.90
Standard error		.03	.09	.06	.05	.05	.05	.11	.14	.09	.08	.07	.07	.18	.05	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 64

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		712	488	90	93	41	282	154	156	119	514	216	712	115	712	-
Effective Weighted Sample		553	435	86	91	39	233	129	128	101	400	163	553	89	553	-
Total		725	627	49	32	17	263	232	113	118	519	202	725	110	725	-
1 star	(1.0)	9	8	*	*	-	3	2	3	1	6	1	9	-	9	-
		1%	1%	1%	1%	-%	1%	1%	2%	1%	1%	1%	1%	-%	1%	-%
2 stars	(2.0)	39	36	1	1	*	14	12	9	3	29	17	39	4	39	-
		5%	6%	3%	2%	2%	5%	5%	8%	3%	6%	8%	5%	4%	5%	-%
3 stars	(3.0)	168	143	13	8	4	55	45	29	38	110	37	168	19	168	-
		23%	23%	27%	24%	23%	21%	20%	26%	32% ab	21%	19%	23%	17%	23%	-%
4 stars	(4.0)	279	241	19	11	8	103	103	36	36	198	74	279	42	279	-
		38%	38%	38%	35%	48%	39%	44% cd	32%	31%	38%	37%	38%	38%	38%	-%
5 stars	(5.0)	231	199	15	12	4	87	69	36	39	176	72	231	46	231	-
		32%	32%	31%	38%	27%	33%	30%	32%	33%	34%	36%	32%	41%	32%	-%
RATING OF 4-5 OUT OF 5		510	440	34	24	12	191	172	72	75	374	147	510	88	510	-
		70%	70%	69%	73%	74%	72%	74%	64%	64%	72%	73%	70%	80%	70%	-%
Mean score		3.9	3.9	4.0	4.1	4.0	4.0	4.0	3.8	3.9	4.0	4.0	3.9	4.2 ce	3.9	-
Standard deviation		.93	.94	.89	.90	.80	.93	.88	1.04	.92	.94	.96	.93	.84	.93	-
Standard error		.03	.04	.09	.09	.12	.06	.07	.08	.08	.04	.07	.03	.08	.03	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 64

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES		LIKE OR DISLIKE BBC			
		WEEKLY								BITESIZE					
		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		712	223	249	347	365	166	446	453	259	631	51	554	137	21
Effective Weighted Sample		553	174	198	276	278	129	347	352	202	490	38	431	106	16
Total		725	217	248	347	378	164	434	441	283	640	54	564	143	18
1 star	(1.0)	9	4	2	4	5	1	2	2	6	3	5	5	3	1
		1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	9%	1%	2%	4%
												a			
2 stars	(2.0)	39	9	13	17	22	14	21	22	17	32	4	20	15	3
		5%	4%	5%	5%	6%	9%	5%	5%	6%	5%	7%	4%	11%	16%
														a	
3 stars	(3.0)	168	39	55	72	95	22	82	84	83	146	16	109	51	7
		23%	18%	22%	21%	25%	13%	19%	19%	29%	23%	30%	19%	36%	41%
										abc				a	
4 stars	(4.0)	279	74	92	126	153	56	167	170	109	251	17	225	49	5
		38%	34%	37%	36%	41%	34%	39%	38%	39%	39%	31%	40%	35%	28%
5 stars	(5.0)	231	91	86	128	103	71	161	163	67	207	13	205	24	2
		32%	42%	35%	37%	27%	43%	37%	37%	24%	32%	24%	36%	17%	12%
			d		d		d	d	d				b		
RATING OF 4-5 OUT OF 5		510	165	178	254	256	127	329	333	177	458	29	430	73	7
		70%	76%	72%	73%	68%	78%	76%	75%	62%	72%	54%	76%	51%	39%
							d	d	d		b		b		
Mean score		3.9	4.1	4.0	4.0	3.9	4.1	4.1	4.1	3.8	4.0	3.5	4.1	3.5	3.3
			d		d		d	d	d		b		b		
Standard deviation		.93	.96	.92	.94	.92	.97	.89	.90	.96	.90	1.19	.88	.97	1.02
Standard error		.03	.06	.06	.05	.05	.08	.04	.04	.06	.04	.17	.04	.08	.22

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 64

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		712	506	117	89	538	169	179	482
Effective Weighted Sample		553	393	92	69	407	142	142	370
Total		725	509	115	101	525	194	191	484
1 star	(1.0)	9	4	2	2	9	-	3	6
		1%	1%	2%	2%	2%	-%	2%	1%
2 stars	(2.0)	39	15	12	12	28	10	11	23
		5%	3%	10%	12%	5%	5%	6%	5%
				a	a				
3 stars	(3.0)	168	96	45	27	143	23	49	113
		23%	19%	39%	26%	27%	12%	25%	23%
				a		b			
4 stars	(4.0)	279	202	31	47	199	80	77	184
		38%	40%	27%	46%	38%	41%	41%	38%
			b		b				
5 stars	(5.0)	231	192	25	14	146	80	51	157
		32%	38%	22%	14%	28%	41%	27%	33%
			bc				a		
RATING OF 4-5 OUT OF 5		510	393	56	61	345	160	129	341
		70%	77%	49%	60%	66%	83%	67%	71%
			bc				a		
Mean score		3.9	4.1	3.6	3.6	3.8	4.2	3.9	4.0
			bc				a		
Standard deviation		.93	.87	1.01	.94	.95	.84	.94	.93
Standard error		.03	.04	.09	.10	.04	.06	.07	.04

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 65

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%			a	b	c	a	b	a	b	c	d	e	f	~a	b	c
Unweighted total		385	79	185	121	166	219	35	44	77	108	54	67	12	238	135
Effective Weighted Sample		303	64	146	95	129	175	28	36	61	86	41	54	10	188	106
Total		381	78	171	133	175	206	35	43	77	94	63	70	11	224	146
1 star	(1.0)	7 2%	2 2%	3 2%	3 2%	4 2%	3 2%	1 2%	1 2%	2 3%	1 1%	1 2%	2 2%	1 7%	4 2%	3 2%
2 stars	(2.0)	17 4%	5 6%	4 2%	8 6%	4 2%	13 6%	1 4%	4 8%	2 3%	2 2%	* *%	8 11% de	- -%	7 3%	9 6%
3 stars	(3.0)	78 20%	17 22%	26 15%	35 26% b	38 22%	40 19%	7 21%	10 24%	12 15%	14 15%	19 30% d	15 22%	5 47%	37 17%	36 24%
4 stars	(4.0)	156 41%	27 35%	80 47%	49 37%	81 46%	75 36%	15 44%	12 27%	40 52% bf	40 43%	26 41%	23 33%	1 11%	101 45%	54 37%
5 stars	(5.0)	123 32%	26 34%	58 34%	38 29%	48 27%	75 36%	10 29%	16 38%	21 27%	37 40%	17 27%	21 31%	4 35%	76 34%	44 30%
RATING OF 4-5 OUT OF 5		279 73%	54 69%	138 81% c	87 66%	129 74%	150 73%	26 73%	28 65%	61 79%	77 83% bf	42 67%	45 64%	5 46%	176 79% c	98 67%
Mean score		4.0	3.9	4.1 c	3.8	3.9	4.0	3.9	3.9	4.0	4.2 f	3.9	3.8	3.7	4.1	3.9
Standard deviation		.94	1.01	.84	.99	.89	.98	.93	1.09	.88	.81	.88	1.08	1.21	.88	.99
Standard error		.05	.11	.06	.09	.07	.07	.16	.16	.10	.08	.12	.13	.35	.06	.09

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 65

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		385	263	51	44	27	171	78	87	49	270	141	385	69	385	-
Effective Weighted Sample		303	237	48	43	25	142	63	72	42	214	113	303	57	303	-
Total		381	328	27	15	11	163	107	60	51	261	138	381	65	381	-
1 star	(1.0)	7	5	1	*	1	3	4	1	-	3	3	7	1	7	-
		2%	2%	4%	3%	7%	2%	3%	1%	-%	1%	2%	2%	2%	2%	-%
2 stars	(2.0)	17	16	-	1	*	2	4	4	7	9	4	17	1	17	-
		4%	5%	-%	4%	3%	1%	4%	6% a	13% a	3%	3%	4%	2%	4%	-%
3 stars	(3.0)	78	67	7	2	2	31	31	9	7	49	24	78	9	78	-
		20%	20%	27%	12%	17%	19%	29% c	14%	14%	19%	17%	20%	13%	20%	-%
4 stars	(4.0)	156	136	10	6	4	61	45	27	22	105	56	156	19	156	-
		41%	41%	37%	39%	38%	38%	42%	46%	43%	40%	40%	41%	30%	41%	-%
5 stars	(5.0)	123	104	9	6	4	66	23	19	15	95	52	123	35	123	-
		32%	32%	31%	42%	35%	40% b	21%	32%	30%	37%	37%	32%	53% abce	32%	-%
RATING OF 4-5 OUT OF 5		279	240	19	12	8	127	68	47	37	200	107	279	54	279	-
		73%	73%	69%	81%	73%	78% b	64%	78%	73%	77%	78%	73%	83%	73%	-%
Mean score		4.0	4.0	3.9	4.1	3.9	4.1 b	3.7	4.0	3.9	4.1	4.1	4.0	4.3 ce	4.0	-
Standard deviation		.94	.92	.99	1.01	1.16	.89	.95	.92	.98	.89	.92	.94	.92	.94	-
Standard error		.05	.06	.14	.15	.22	.07	.11	.10	.14	.05	.08	.05	.11	.05	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 65

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		385	125	161	200	185	385	350	385	-	300	65	307	64	14
Effective Weighted Sample		303	100	129	161	143	303	276	303	-	237	50	241	51	12
Total		381	118	150	191	190	381	348	381	-	298	64	303	68	10
1 star	(1.0)	7	1	2	2	5	7	5	7	-	5	1	*	3	4
		2%	1%	1%	1%	3%	2%	2%	2%	-%	2%	2%	*%	5% a	35%
2 stars	(2.0)	17	3	3	6	10	17	13	17	-	10	5	5	12	-
		4%	3%	2%	3%	5%	4%	4%	4%	-%	3%	8%	2%	17% a	-%
3 stars	(3.0)	78	18	20	29	49	78	67	78	-	53	19	59	17	2
		20%	15%	13%	15%	26% bc	20%	19%	20%	-%	18%	29%	20%	24%	18%
4 stars	(4.0)	156	41	65	76	80	156	145	156	-	130	23	130	23	3
		41%	35%	43%	40%	42%	41%	42%	41%	-%	44%	36%	43%	34%	27%
5 stars	(5.0)	123	54	60	78	45	123	118	123	-	99	16	107	14	2
		32%	46% d	40% d	41% d	24%	32%	34%	32%	-%	33%	25%	35% b	20%	20%
RATING OF 4-5 OUT OF 5		279	95	125	154	125	279	263	279	-	229	39	238	37	5
		73%	80% d	84% d	81% d	66%	73%	76%	73%	-%	77% b	60%	79% b	54%	47%
Mean score		4.0	4.2 d	4.2 d	4.2 d	3.8	4.0	4.0	4.0	-	4.0 b	3.7	4.1 b	3.5	3.0
Standard deviation		.94	.89	.83	.87	.97	.94	.91	.94	-	.90	1.00	.79	1.14	1.66
Standard error		.05	.08	.07	.06	.07	.05	.05	.05	-	.05	.12	.04	.14	.44

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		385	283	56	46	283	100	104	256
Effective Weighted Sample		303	223	44	37	218	83	85	200
Total		381	275	53	52	272	106	113	247
1 star	(1.0)	7	5	1	2	6	2	4	2
		2%	2%	1%	4%	2%	2%	3%	1%
2 stars	(2.0)	17	8	7	2	13	4	7	9
		4%	3%	12% a	5%	5%	4%	6%	3%
3 stars	(3.0)	78	50	13	15	55	23	32	40
		20%	18%	24%	29%	20%	22%	28% b	16%
4 stars	(4.0)	156	114	19	22	108	48	35	116
		41%	42%	36%	43%	40%	45%	31% a	47%
5 stars	(5.0)	123	98	14	10	90	30	35	80
		32%	36%	27%	20%	33%	28%	31%	32%
RATING OF 4-5 OUT OF 5		279	213	34	33	199	77	70	196
		73%	77% b	63%	63%	73%	73%	62% a	79%
Mean score		4.0	4.1 bc	3.8	3.7	4.0	3.9	3.8	4.1 a
Standard deviation		.94	.90	1.03	.97	.95	.89	1.05	.85
Standard error		.05	.05	.14	.14	.06	.09	.10	.05

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 66

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		804	428	245	131	374	430	197	231	121	124	56	75	132	529	143
Effective Weighted Sample		651	352	197	105	304	347	162	189	97	100	46	59	108	430	115
Total		804	435	227	143	385	419	206	229	113	113	66	77	126	521	157
1 star	(1.0)	3 *%	1 *%	- -%	2 1%	1 *%	2 *%	1 1%	- -%	- -%	- -%	- -%	2 3% b	1 1% b	- -%	2 1%
2 stars	(2.0)	26 3%	12 3%	5 2%	9 6%	10 3%	16 4%	5 2%	7 3%	4 3%	1 1%	2 2%	7 10% abd	1 1%	16 3%	9 6%
3 stars	(3.0)	145 18%	74 17%	38 17%	33 23%	70 18%	75 18%	40 19%	35 15%	17 15%	21 18%	13 20%	19 25%	18 14%	93 18%	34 22%
4 stars	(4.0)	309 38%	155 36%	94 42%	60 42%	148 38%	161 38%	69 34%	86 37%	49 43%	45 40%	29 45%	31 40%	46 36%	198 38%	65 41%
5 stars	(5.0)	321 40%	193 44%	89 39%	39 27%	155 40%	165 39%	91 44%	102 44%	43 38%	46 40%	21 32%	18 23%	60 47% c	214 41% c	47 30%
RATING OF 4-5 OUT OF 5		630 78% c	348 80% c	183 81% c	99 69%	303 79%	327 78%	160 78% f	187 82% f	92 81% f	91 80% f	51 77% f	48 63% f	106 84% c	412 79%	112 71%
Mean score		4.1	4.2 c	4.2 c	3.9	4.2	4.1	4.2 f	4.2 f	4.2 f	4.2 f	4.1 f	3.7	4.3 c	4.2 c	3.9
Standard deviation		.85	.84	.79	.93	.83	.87	.86	.82	.81	.78	.79	1.02	.82	.82	.93
Standard error		.03	.04	.05	.08	.04	.04	.06	.05	.07	.07	.11	.12	.07	.04	.08

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 66

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
			a	b	c	d	a	b	c	d	a	b	c	d	e	~f
Significance Level: 95%																
Unweighted total		804	563	89	90	62	334	161	169	140	696	190	804	102	804	-
Effective Weighted Sample		651	518	86	89	59	276	136	140	121	562	146	651	81	651	-
Total		804	700	47	31	26	307	216	133	148	686	182	804	102	804	-
1 star	(1.0)	3	3	-	-	*	2	-	1	-	3	1	3	-	3	-
		*%	*%	-%	-%	2%	1%	-%	1%	-%	*%	1%	*%	-%	*%	-%
2 stars	(2.0)	26	24	1	1	*	9	6	3	8	21	7	26	3	26	-
		3%	3%	2%	2%	1%	3%	3%	2%	6%	3%	4%	3%	3%	3%	-%
3 stars	(3.0)	145	128	8	5	4	50	39	26	30	112	25	145	16	145	-
		18%	18%	17%	15%	17%	16%	18%	19%	20%	16%	14%	18%	16%	18%	-%
4 stars	(4.0)	309	271	15	12	11	125	93	44	47	258	76	309	39	309	-
		38%	39%	33%	39%	41%	41%	43%	33%	32%	38%	42%	38%	39%	38%	-%
5 stars	(5.0)	321	273	23	14	10	121	77	59	63	292	73	321	44	321	-
		40%	39%	48%	45%	39%	39%	36%	45%	42%	43%	40%	40%	43%	40%	-%
RATING OF 4-5 OUT OF 5		630	544	38	26	21	246	171	103	110	550	149	630	83	630	-
		78%	78%	81%	83%	80%	80%	79%	78%	74%	80%	82%	78%	82%	78%	-%
Mean score		4.1	4.1	4.3	4.3	4.2	4.2	4.1	4.2	4.1	4.2	4.2	4.1	4.2	4.1	-
Standard deviation		.85	.86	.82	.79	.87	.84	.80	.89	.92	.85	.86	.85	.81	.85	-
Standard error		.03	.04	.09	.08	.11	.05	.06	.07	.08	.03	.06	.03	.08	.03	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 66

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		804	547	301	620	184	124	445	452	352	453	218	620	149	35
Effective Weighted Sample		651	442	237	499	154	99	359	364	288	362	178	498	125	29
Total		804	537	284	603	201	114	438	442	362	446	226	615	157	31
1 star	(1.0)	3	2	1	2	1	1	1	1	2	1	1	2	-	1
		%.0	%.0	%.0	%.0	%.0	1%	%.0	%.0	%.0	%.0	1%	%.0	-%	2%
2 stars	(2.0)	26	13	8	15	11	6	11	11	15	15	8	17	5	4
		3%	2%	3%	3%	5%	6%	3%	3%	4%	3%	3%	3%	3%	14% ab
3 stars	(3.0)	145	76	47	97	48	22	70	72	73	76	43	93	42	11
		18%	14%	16%	16%	24% ac	19%	16%	16%	20%	17%	19%	15%	27% a	34% a
4 stars	(4.0)	309	201	111	222	87	37	181	184	125	183	82	238	65	5
		38%	37%	39%	37%	43%	33%	41%	42%	35%	41%	36%	39% c	42% c	17%
5 stars	(5.0)	321	246	118	267	54	47	174	174	146	171	91	265	45	10
		40%	46% d	42% d	44% d	27%	41%	40%	39%	40%	38%	40%	43% b	29%	33%
RATING OF 4-5 OUT OF 5		630	447	229	488	141	84	355	358	272	354	174	504	110	16
		78%	83% d	81% d	81% d	70%	74%	81%	81%	75%	79%	77%	82% bc	70% c	50%
Mean score		4.1	4.3 d	4.2 d	4.2 d	3.9	4.1	4.2	4.2	4.1	4.1	4.1	4.2 bc	4.0	3.7
Standard deviation		.85	.81	.82	.83	.87	.97	.81	.81	.90	.83	.88	.83	.83	1.16
Standard error		.03	.03	.05	.03	.06	.09	.04	.04	.05	.04	.06	.03	.07	.20

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		804	580	131	93	565	230	187	566
Effective Weighted Sample		651	465	108	79	452	192	154	453
Total		804	573	128	103	552	242	193	557
1 star	(1.0)	3	3	*	-	3	-	2	*
		%.0	%.0	%.0	-.0	1%	-.0	1%	%.0
2 stars	(2.0)	26	17	6	3	18	8	9	17
		3%	3%	5%	3%	3%	3%	5%	3%
3 stars	(3.0)	145	78	37	30	108	34	30	101
		18%	14%	29%	30%	20%	14%	16%	18%
				a	a				
4 stars	(4.0)	309	230	43	36	203	102	70	219
		38%	40%	34%	35%	37%	42%	36%	39%
5 stars	(5.0)	321	245	42	34	220	98	81	220
		40%	43%	33%	33%	40%	40%	42%	40%
RATING OF 4-5 OUT OF 5		630	475	85	70	423	200	151	439
		78%	83%	66%	68%	77%	83%	78%	79%
			bc						
Mean score		4.1	4.2	3.9	4.0	4.1	4.2	4.1	4.2
			bc						
Standard deviation		.85	.82	.91	.86	.87	.80	.93	.82
Standard error		.03	.03	.08	.09	.04	.05	.07	.03

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 67

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		544	176	226	142	280	264	88	88	117	109	75	67	37	339	168
Effective Weighted Sample		430	142	178	113	221	210	70	72	92	87	61	52	31	267	135
Total		533	172	203	158	281	251	85	87	109	94	87	71	31	317	185
1 star	(1.0)	3 1%	3 2%	* *%	- -%	3 1%	1 *%	2 2%	1 1%	* *%	- -%	- -%	- -%	1 2%	2 1%	- -%
2 stars	(2.0)	21 4%	1 *%	11 6% a	9 6% a	10 4%	10 4%	- -%	1 1%	7 6% a	5 5%	4 4%	5 7% ab	- -%	10 3%	10 6%
3 stars	(3.0)	115 22%	39 22%	33 16%	44 28% b	66 23%	49 20%	22 25%	17 20%	17 15%	16 17%	27 32% cd	16 23%	7 24%	61 19%	47 25%
4 stars	(4.0)	209 39%	69 40%	74 37%	65 41%	97 35%	111 44% a	30 35%	39 45%	37 34%	37 40%	30 35%	35 50%	10 31%	126 40%	73 40%
5 stars	(5.0)	185 35%	61 35%	84 42% c	40 25%	106 38%	80 32%	32 37% f	29 34%	48 44% f	36 38% f	26 30%	14 20%	13 42%	118 37%	55 30%
RATING OF 4-5 OUT OF 5		394 74%	130 76%	158 78% c	105 67%	203 72%	191 76%	61 72%	69 79%	85 78%	73 78%	56 64%	50 70%	23 74%	244 77%	128 69%
Mean score		4.0	4.1	4.1 c	3.9	4.0	4.0	4.0	4.1	4.2 f	4.1	3.9	3.8	4.1	4.1	3.9
Standard deviation		.88	.86	.90	.86	.92	.84	.93	.79	.93	.86	.88	.84	.95	.87	.88
Standard error		.04	.06	.06	.07	.05	.05	.10	.08	.09	.08	.10	.10	.16	.05	.07

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 67

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE ~f
Significance Level: 95%																
Unweighted total		544	379	64	63	38	250	88	114	91	483	166	544	93	544	-
Effective Weighted Sample		430	342	62	62	36	207	74	94	78	384	130	430	72	430	-
Total		533	464	33	21	15	236	127	78	92	473	165	533	90	533	-
1 star	(1.0)	3 1%	2 1%	- -%	1 3% a	- -%	1 1%	* *%	1 2%	- -%	3 1%	1 1%	3 1%	- -%	3 1%	- -%
2 stars	(2.0)	21 4%	20 4%	1 3%	- -%	* 2%	8 3%	6 4%	2 3%	5 6%	18 4%	9 6%	21 4%	3 3%	21 4%	- -%
3 stars	(3.0)	115 22%	100 21%	9 26%	3 15%	4 24%	53 22%	30 24%	16 21%	16 17%	95 20%	40 24%	115 22%	15 17%	115 22%	- -%
4 stars	(4.0)	209 39%	185 40%	12 36%	6 30%	5 36%	90 38%	53 41%	26 33%	40 44%	189 40%	60 36%	209 39%	34 38%	209 39%	- -%
5 stars	(5.0)	185 35%	157 34%	12 35%	11 51% a	6 38%	85 36%	38 30%	32 41%	30 33%	167 35%	54 33%	185 35%	38 42%	185 35%	- -%
RATING OF 4-5 OUT OF 5		394 74%	342 74%	24 71%	17 81%	11 74%	174 74%	91 71%	58 75%	71 77%	356 75%	114 69%	394 74%	72 80%	394 74%	- -%
Mean score		4.0	4.0	4.0	4.3	4.1	4.1	4.0	4.1	4.0	4.1	4.0	4.0	4.2	4.0	-
Standard deviation		.88	.88	.87	.98	.87	.87	.87	.95	.86	.88	.93	.88	.83	.88	-
Standard error		.04	.05	.11	.12	.14	.06	.09	.09	.09	.04	.07	.04	.09	.04	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 67

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		544	270	364	437	107	125	393	395	149	396	101	435	91	18
Effective Weighted Sample		430	214	288	348	82	100	312	313	117	312	80	344	72	14
Total		533	262	355	424	109	121	384	386	146	390	97	428	91	14
1 star	(1.0)	3	2	2	2	1	1	2	2	1	2	-	1	1	1
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%	2%	5%
2 stars	(2.0)	21	11	9	14	7	5	11	11	9	12	8	11	9	2
		4%	4%	2%	3%	6%	4%	3%	3%	6%	3%	9% a	2%	9% a	13%
3 stars	(3.0)	115	46	66	82	33	22	83	83	32	86	18	77	34	4
		22%	17%	19%	19%	31% abc	18%	21%	21%	22%	22%	18%	18%	37% a	30%
4 stars	(4.0)	209	104	147	175	34	32	144	144	64	154	41	171	34	3
		39%	40%	41%	41%	31%	27%	38% a	37%	44% a	39%	42%	40%	38%	24%
5 stars	(5.0)	185	101	132	151	35	62	144	146	39	136	30	168	13	4
		35%	38%	37%	36%	32%	51% bcd	37% d	38% d	27%	35%	31%	39% b	14%	29%
RATING OF 4-5 OUT OF 5		394	204	279	325	68	94	288	290	103	290	71	339	47	7
		74%	78% d	79% d	77% d	63%	78%	75%	75%	71%	74%	73%	79% b	52%	52%
Mean score		4.0	4.1 d	4.1 d	4.1	3.9	4.2 d	4.1 d	4.1 d	3.9	4.0	4.0	4.2 b	3.5	3.6
Standard deviation		.88	.88	.83	.85	.96	.92	.87	.87	.90	.87	.92	.82	.91	1.22
Standard error		.04	.05	.04	.04	.09	.08	.04	.04	.07	.04	.09	.04	.10	.29

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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		544	413	82	49	390	147	143	365
Effective Weighted Sample		430	329	64	38	300	124	116	285
Total		533	408	74	51	364	159	150	345
1 star	(1.0)	3	2	1	-	3	*	1	2
		1%	*%	2%	-%	1%	*%	*%	1%
2 stars	(2.0)	21	10	5	6	13	8	6	12
		4%	2%	6%	12% a	4%	5%	4%	3%
3 stars	(3.0)	115	75	23	17	84	30	32	71
		22%	18%	31% a	34% a	23%	19%	21%	21%
4 stars	(4.0)	209	166	25	18	139	64	60	134
		39%	41%	33%	36%	38%	41%	40%	39%
5 stars	(5.0)	185	155	20	9	125	56	51	126
		35%	38% c	28%	18%	34%	35%	34%	37%
RATING OF 4-5 OUT OF 5		394	321	45	28	264	120	111	260
		74%	79% bc	61%	54%	73%	76%	74%	75%
Mean score		4.0	4.1 bc	3.8	3.6	4.0	4.1	4.0	4.1
Standard deviation		.88	.83	.99	.93	.89	.88	.88	.88
Standard error		.04	.04	.11	.13	.04	.07	.07	.05

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20G. Please give a star rating to show how much you think they like the BBC Own It site. (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 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		161	47	62	52	89	72	22	25	33	29	34	18	7	93	61
Effective Weighted Sample		129	39	49	42	70	58	17	21	27	23	27	15	6	74	49
Total		152	48	51	53	86	66	22	26	28	23	36	17	6	82	63
1 star	(1.0)	2	*	-	1	2	-	*	-	-	-	1	-	-	*	1
		1%	1%	-%	3%	2%	-%	2%	-%	-%	-%	4%	-%	-%	*%	2%
2 stars	(2.0)	6	3	1	2	2	4	2	2	*	1	-	2	-	4	2
		4%	7%	2%	3%	2%	6%	7%	7%	1%	2%	-%	10%	-%	5%	3%
3 stars	(3.0)	33	14	12	6	18	15	6	8	8	4	4	3	5	17	11
		22%	30%	23%	12%	21%	23%	27%	33%	29%	17%	10%	16%	73%	21%	17%
			c													
4 stars	(4.0)	59	16	15	29	37	22	5	11	9	5	22	6	1	28	30
		39%	33%	28%	54%	43%	34%	24%	42%	32%	24%	63%	36%	19%	34%	47%
				b								c				
5 stars	(5.0)	52	14	24	15	28	24	9	5	11	13	8	7	*	33	19
		34%	29%	46%	28%	33%	37%	41%	18%	38%	57%	23%	38%	7%	40%	31%
RATING OF 4-5 OUT OF 5		111	30	38	43	65	47	15	15	20	18	31	13	2	60	49
		73%	62%	75%	82%	75%	71%	65%	60%	70%	80%	86%	74%	27%	73%	78%
				a												
Mean score		4.0	3.8	4.2	4.0	4.0	4.0	4.0	3.7	4.1	4.3	4.0	4.0	3.3	4.1	4.0
Standard deviation		.91	.96	.86	.88	.90	.92	1.07	.86	.86	.87	.83	.99	.66	.92	.89
Standard error		.07	.14	.11	.12	.10	.11	.23	.17	.15	.16	.14	.23	.25	.10	.11

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 68

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20G. Please give a star rating to show how much you think they like the BBC Own It site. (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 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		161	112	17	20	12	100	19	27	15	136	75	161	52	161	-
Effective Weighted Sample		129	101	16	20	12	82	16	22	13	109	60	129	43	129	-
Total		152	131	9	7	4	93	24	18	17	130	70	152	50	152	-
1 star	(1.0)	2	1	-	*	-	2	-	-	-	2	*	2	1	2	-
		1%	1%	-%	5%	-%	2%	-%	-%	-%	1%	*%	1%	3%	1%	-%
2 stars	(2.0)	6	5	-	*	*	3	2	1	-	6	3	6	3	6	-
		4%	4%	-%	7%	8%	3%	9%	3%	-%	5%	5%	4%	6%	4%	-%
3 stars	(3.0)	33	29	2	1	1	20	7	4	2	27	13	33	9	33	-
		22%	22%	27%	10%	19%	22%	29%	22%	10%	21%	19%	22%	17%	22%	-%
4 stars	(4.0)	59	51	3	3	2	30	12	8	10	51	23	59	13	59	-
		39%	39%	36%	36%	45%	32%	48%	45%	58%	39%	33%	39%	27%	39%	-%
5 stars	(5.0)	52	45	3	3	1	38	3	5	5	45	30	52	23	52	-
		34%	34%	37%	43%	29%	41%	14%	30%	32%	34%	43%	34%	47%	34%	-%
RATING OF 4-5 OUT OF 5		111	96	7	6	3	68	15	13	15	95	53	111	37	111	-
		73%	73%	73%	79%	73%	73%	62%	75%	90%	73%	76%	73%	74%	73%	-%
Mean score		4.0	4.0	4.1	4.0	3.9	4.1	3.7	4.0	4.2	4.0	4.1	4.0	4.1	4.0	-
Standard deviation		.91	.90	.84	1.20	1.01	.96	.84	.83	.62	.93	.92	.91	1.07	.91	-
Standard error		.07	.09	.20	.27	.29	.10	.19	.16	.16	.08	.11	.07	.15	.07	-

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 68

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20G. Please give a star rating to show how much you think they like the BBC Own It site. (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 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		161	73	74	102	59	68	145	149	12	136	19	141	18	2
Effective Weighted Sample		129	59	60	83	46	56	117	120	8	107	16	113	14	2
Total		152	66	70	96	56	66	139	143	9	127	19	133	18	1
1 star	(1.0)	2	1	2	2	-	1	*	2	-	*	1	-	2	-
		1%	2%	2%	2%	-%	2%	*%	1%	-%	*%	7%	-%	9%	-%
2 stars	(2.0)	6	2	4	4	2	3	5	5	*	5	*	6	-	-
		4%	3%	5%	4%	4%	4%	4%	4%	5%	4%	3%	4%	-%	-%
3 stars	(3.0)	33	16	10	20	13	9	27	28	5	23	5	28	5	-
		22%	23%	15%	21%	23%	14%	19%	19%	56%	18%	25%	21%	27%	-%
4 stars	(4.0)	59	24	27	37	22	27	56	57	2	54	4	49	10	-
		39%	36%	39%	39%	39%	40%	40%	40%	24%	43%	22%	37%	56%	-%
5 stars	(5.0)	52	23	27	34	19	26	51	51	1	44	8	50	1	1
		34%	35%	38%	35%	33%	40%	37%	36%	15%	34%	43%	37%	7%	100%
RATING OF 4-5 OUT OF 5		111	48	54	70	41	53	107	108	4	98	12	99	11	1
		73%	72%	78%	74%	73%	80%	77%	76%	39%	77%	65%	74%	63%	100%
Mean score		4.0	4.0	4.1	4.0	4.0	4.1	4.1	4.1	3.5	4.1	3.9	4.1	3.5	5.0
Standard deviation		.91	.95	.98	.94	.86	.94	.86	.90	.85	.85	1.22	.87	1.01	-
Standard error		.07	.11	.11	.09	.11	.11	.07	.07	.25	.07	.28	.07	.24	-

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q20G. Please give a star rating to show how much you think they like the BBC Own It site. (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 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		161	137	16	8	112	48	42	107
Effective Weighted Sample		129	111	12	6	89	39	33	86
Total		152	131	11	10	105	46	39	103
1 star	(1.0)	2	1	*	-	2	-	-	2
		1%	1%	3%	-%	2%	-%	-%	2%
2 stars	(2.0)	6	5	*	*	3	3	2	4
		4%	4%	3%	5%	3%	6%	5%	4%
3 stars	(3.0)	33	25	3	4	19	14	8	23
		22%	19%	27%	46%	18%	30%	21%	23%
4 stars	(4.0)	59	54	3	3	39	18	17	39
		39%	41%	27%	27%	37%	40%	43%	38%
5 stars	(5.0)	52	46	4	2	41	11	12	35
		34%	35%	40%	22%	39%	24%	32%	34%
RATING OF 4-5 OUT OF 5		111	99	7	5	80	30	29	74
		73%	76%	67%	49%	77%	65%	75%	72%
Mean score		4.0	4.0	4.0	3.7	4.1	3.8	4.0	4.0
Standard deviation		.91	.89	1.08	.93	.92	.87	.86	.94
Standard error		.07	.08	.27	.33	.09	.13	.13	.09

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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'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	1854	-	983	871	916	938	-	-	485	498	431	440	-	874	980
Effective Weighted Sample	1438	-	768	686	716	725	-	-	381	388	343	344	-	681	774
Total	1813	-	864	949	941	872	-	-	446	419	496	453	-	750	1063
Agree	1281	-	617	664	666	616	-	-	317	300	349	316	-	547	734
	71%	~a	71%	70%	71%	71%	~a	~b	71%	72%	70%	70%	~a	73%	69%
Neither agree nor disagree	420	-	192	228	220	200	-	-	100	92	120	108	-	153	267
	23%	~a	22%	24%	23%	23%	~a	~b	22%	22%	24%	24%	~a	20%	25% b
Disagree	64	-	22	42	33	31	-	-	10	12	22	19	-	19	45
	4%	~a	3%	4%	3%	4%	~a	~b	2%	3%	5%	4%	~a	2%	4%
Don't know	48	-	33	15	23	25	-	-	18	15	5	10	-	32	16
	3%	~a	4%	2%	2%	3%	~a	~b	4%	4%	1%	2%	~a	4%	1%
			c						e	e				c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 69

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	1854	1253	241	231	129	696	359	459	339	1121	432	1239	163	1542	312
Effective Weighted Sample	1438	1110	226	225	119	573	288	381	289	873	337	959	125	1195	244
Total	1813	1546	135	79	53	640	510	333	331	1106	416	1214	158	1514	299
Agree	1281	1087	97	56	40	492	321	236	233	816	343	933	135	1123	159
	71%	70%	72%	71%	76%	77%	63%	71%	70%	74%	83%	77%	85%	74%	53%
						bcd		b		f	acef	f	acef	f	
Neither agree nor disagree	420	360	33	18	9	117	146	78	80	226	62	230	21	315	105
	23%	23%	25%	22%	17%	18%	29%	23%	24%	20%	15%	19%	13%	21%	35%
						a			a	b				bd	abcde
Disagree	64	56	2	3	2	20	23	11	9	41	5	30	1	47	17
	4%	4%	2%	4%	5%	3%	5%	3%	3%	4%	1%	2%	1%	3%	6%
										b				b	bcde
Don't know	48	43	2	2	1	11	20	8	9	23	6	21	1	29	19
	3%	3%	1%	3%	3%	2%	4%	2%	3%	2%	1%	2%	1%	2%	6%
							a								abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 69

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	1854	386	488	668	1186	306	1094	1125	729	1249	546	1324	439	91
Effective Weighted Sample	1438	302	383	523	916	239	852	876	564	971	423	1025	341	74
Total	1813	364	468	636	1177	303	1042	1071	742	1212	542	1290	444	79
Agree	1281	282	377	506	776	268	885	906	375	944	309	1010	241	30
	71%	77%	81%	80%	66%	88%	85%	85%	51%	78%	57%	78%	54%	38%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	420	65	73	105	315	29	129	134	286	214	183	231	158	31
	23%	18%	16%	16%	27%	10%	12%	13%	39%	18%	34%	18%	36%	39%
					abc				abc		a		a	a
Disagree	64	7	9	13	51	2	14	14	50	33	31	25	27	12
	4%	2%	2%	2%	4%	1%	1%	1%	7%	3%	6%	2%	6%	15%
					bc				abc		a		a	ab
Don't know	48	10	8	13	35	4	14	17	31	21	19	24	19	6
	3%	3%	2%	2%	3%	1%	1%	2%	4%	2%	3%	2%	4%	7%
									abc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1854	1198	398	258	1441	392	408	1318
Effective Weighted Sample	1438	930	310	199	1105	318	320	1016
Total	1813	1169	384	261	1371	418	413	1283
Agree	1281	920	195	166	958	308	289	919
	71%	79%	51%	64%	70%	74%	70%	72%
		bc		b				
Neither agree nor disagree	420	205	137	78	337	77	98	287
	23%	18%	36%	30%	25%	18%	24%	22%
			a	a	b			
Disagree	64	21	35	8	43	18	13	47
	4%	2%	9%	3%	3%	4%	3%	4%
			ac					
Don't know	48	23	17	9	32	15	13	29
	3%	2%	4%	3%	2%	4%	3%	2%
			a					

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 70

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1196	-	544	652	599	597	-	-	275	269	324	328	-	471	725
Effective Weighted Sample	932	-	433	509	468	464	-	-	218	215	255	254	-	376	566
Total	1203	-	492	711	608	595	-	-	251	241	357	354	-	420	783
Yes	502	-	135	367	256	247	-	-	63	72	193	175	-	103	399
	42%	~a	28%	52%	42%	42%	~a	~b	25%	30%	54%	49%	~a	25%	51%
				b							cd	cd			b
No	583	-	289	294	296	287	-	-	154	135	143	151	-	256	327
	48%	~a	59%	41%	49%	48%	~a	~b	61%	56%	40%	43%	~a	61%	42%
			c						ef	ef				c	
Not sure	117	-	67	50	56	61	-	-	34	33	22	28	-	61	56
	10%	~a	14%	7%	9%	10%	~a	~b	14%	14%	6%	8%	~a	14%	7%
			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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 70

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1196	793	145	166	92	271	249	334	341	371	99	253	14	521	675
Effective Weighted Sample	932	708	135	160	82	221	198	274	293	287	75	199	11	405	528
Total	1203	1014	88	58	43	257	351	259	336	395	98	263	17	543	659
Yes	502	420	43	22	17	106	157	121	119	204	56	139	11	281	221
	42%	41%	50%	38%	39%	41%	45%	47%	35%	52%	57%	53%	66%	52%	34%
							d	d		f	f	f		f	
No	583	493	38	30	23	119	161	114	189	165	38	105	4	224	359
	48%	49%	43%	51%	54%	46%	46%	44%	56%	42%	39%	40%	23%	41%	54%
									abc						abce
Not sure	117	101	7	6	3	33	33	24	28	26	4	20	2	38	79
	10%	10%	7%	11%	7%	13%	9%	9%	8%	7%	4%	8%	11%	7%	12%
															abe

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 70

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q22. Before today, had you heard of either the Newsround website or the Newsround programme on CBBC or BBC iPlayer? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds who do not watch Newsround on CBBC/ iPlayer or use the Newsround website

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	1196	93	69	137	1059	-	-	-	1196	384	749	393	588	215
Effective Weighted Sample	932	78	55	113	820	-	-	-	932	298	584	305	463	165
Total	1203	94	65	134	1069	-	-	-	1203	406	734	412	587	203
Yes	502	28	30	48	455	-	-	-	502	210	280	199	235	68
	42%	30%	47%	36%	43%	-%	-%	-%	42%	52%	38%	48%	40%	33%
			a		a					b		bc		
No	583	57	30	73	510	-	-	-	583	159	404	171	293	120
	48%	61%	46%	55%	48%	-%	-%	-%	48%	39%	55%	42%	50%	59%
		d								a		a		ab
Not sure	117	8	5	13	104	-	-	-	117	38	49	42	60	16
	10%	9%	7%	10%	10%	-%	-%	-%	10%	9%	7%	10%	10%	8%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1196	291	685	220	1050	135	266	868
Effective Weighted Sample	932	229	536	168	812	111	215	669
Total	1203	307	675	220	1040	149	260	883
Yes	502	159	240	103	450	51	109	375
	42%	52%	36%	47%	43%	34%	42%	42%
No	583	115	388	80	502	73	128	421
	48%	38%	57%	36%	48%	49%	49%	48%
Not sure	117	32	47	38	89	25	23	87
	10%	10%	7%	17%	9%	17%	9%	10%
				b		a		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 71

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	-	1527	1523	1515	1535	-	-	760	767	755	768	-	1345	1705
Effective Weighted Sample	2370	-	1200	1195	1184	1188	-	-	599	603	597	598	-	1056	1340
Total	3016	-	1356	1660	1550	1466	-	-	696	659	853	807	-	1170	1846
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	366 12%	- -%	206 15% c	160 10%	167 11%	199 14% a	- -%	- -%	92 13% e	114 17% cef	75 9%	85 10%	- -%	188 16% c	178 10%
USE NEWSROUND SITE ONLY	7 *%	- -%	2 *%	5 *%	1 *%	6 *%	- -%	- -%	1 *%	1 *%	- -%	5 1% e	- -%	2 *%	5 *%
WATCH ON CBBC/ BBC IPLAYER ONLY	1440 48%	- -%	656 48%	784 47%	774 50% b	666 45%	- -%	- -%	353 51% f	303 46%	420 49%	363 45%	- -%	560 48%	880 48%
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1813 60%	- -%	864 64% c	949 57%	941 61%	872 59%	- -%	- -%	446 64% ef	419 63% f	496 58%	453 56%	- -%	750 64% c	1063 58%
TOTAL - NEITHER	1203 40%	- -%	492 36%	711 43% b	608 39%	595 41%	- -%	- -%	251 36%	241 37%	357 42% c	354 44% cd	- -%	420 36%	783 42% b
NEITHER - BUT AWARE OF NEWSROUND	502 17%	- -%	135 10%	367 22% b	256 16%	247 17%	- -%	- -%	63 9%	72 11%	193 23% cd	175 22% cd	- -%	103 9%	399 22% b
NEITHER - AND NOT AWARE OF NEWSROUND	700 23%	- -%	356 26% c	344 21%	352 23%	348 24%	- -%	- -%	188 27% e	169 26% e	165 19%	179 22%	- -%	317 27% c	384 21%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 71

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

SUMMARY FOR 8-16 YEAR OLDS OF USING THE NEWSROUND SITE AND/ OR WATCHING NEWSROUND ON CBBC/ IPLAYER AT LEAST MONTHLY

Base : All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	3050	2046	386	397	221	967	608	793	680	1492	531	1492	177	2063	987
Effective Weighted Sample	2370	1818	360	385	200	793	486	654	582	1159	412	1158	136	1599	772
Total	3016	2560	222	138	96	897	861	592	666	1502	514	1478	175	2058	958
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	366 12%	314 12%	31 14%	14 10%	8 9%	136 15% cd	111 13% d	62 11%	57 9%	249 17% f	134 26% aef	334 23% aef	60 34% acef	354 17% f	12 1%
USE NEWSROUND SITE ONLY	7 *%	3 *%	3 1% ac	- -%	1 1%	2 *%	2 *%	1 *%	2 *%	2 *%	- -%	6 *%	- -%	6 *%	1 *%
WATCH ON CBBC/ BBC IPLAYER ONLY	1440 48%	1229 48%	101 45%	66 48%	44 46%	502 56% bcd	397 46%	269 45%	272 41%	855 57% f	282 55% f	875 59% f	98 56% f	1154 56% f	286 30%
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1813 60%	1546 60%	135 61%	79 58%	53 55%	640 71% bcd	510 59% d	333 56% d	331 50%	1106 74% f	416 81% aef	1214 82% aef	158 90% abcef	1514 74% f	299 31%
TOTAL - NEITHER	1203 40%	1014 40%	88 39%	58 42%	43 45%	257 29%	351 41% a	259 44% a	336 50% abc	395 26% bcd	98 19% d	263 18% d	17 10%	543 26% bcd	659 69% abcde
NEITHER - BUT AWARE OF NEWSROUND	502 17%	420 16%	43 20%	22 16%	17 17%	106 12%	157 18% a	121 20% a	119 18% a	204 14% cd	56 11%	139 9%	11 6%	281 14% cd	221 23% abcde
NEITHER - AND NOT AWARE OF NEWSROUND	700 23%	594 23%	44 20%	36 26% b	26 27% b	151 17%	194 23% a	138 23% a	217 32% abc	191 13% bcd	42 8% d	125 8% d	6 3%	262 13% bcd	438 46% abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 71

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	3050	479	557	805	2245	306	1094	1125	1925	1633	1295	1717	1027	306
Effective Weighted Sample	2370	380	438	636	1736	239	852	876	1496	1268	1007	1328	804	239
Total	3016	457	532	770	2246	303	1042	1071	1945	1618	1275	1702	1031	283
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	366	101	136	172	194	298	316	341	25	304	56	285	72	10
	12%	22%	26%	22%	9%	98%	30%	32%	1%	19%	4%	17%	7%	3%
		d	d	d		bcd	d	d		b		bc	c	
USE NEWSROUND SITE ONLY	7	-	-	-	7	5	-	5	2	6	1	2	3	1
	*%	-%	-%	-%	*%	2%	-%	*%	*%	*%	*%	*%	*%	*%
						bd		b						
WATCH ON CBBC/ BBC IPLAYER ONLY	1440	263	332	464	976	-	726	726	714	903	485	1003	368	68
	48%	57%	62%	60%	43%	-%	70%	68%	37%	56%	38%	59%	36%	24%
		d	d	d			ad	ad	a	b		bc	c	
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1813	364	468	636	1177	303	1042	1071	742	1212	542	1290	444	79
	60%	79%	88%	83%	52%	100%	100%	100%	38%	75%	42%	76%	43%	28%
		d	acd	d		d	d	d		b		bc	c	
TOTAL - NEITHER	1203	94	65	134	1069	-	-	-	1203	406	734	412	587	203
	40%	21%	12%	17%	48%	-%	-%	-%	62%	25%	58%	24%	57%	72%
		b		b	abc				abc		a		a	ab
NEITHER - BUT AWARE OF NEWSROUND	502	28	30	48	455	-	-	-	502	210	280	199	235	68
	17%	6%	6%	6%	20%	-%	-%	-%	26%	13%	22%	12%	23%	24%
					abc				abc		a		a	a
NEITHER - AND NOT AWARE OF NEWSROUND	700	66	34	86	614	-	-	-	700	196	454	213	352	135
	23%	14%	6%	11%	27%	-%	-%	-%	36%	12%	36%	12%	34%	48%
		b		b	abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	1489	1083	478	2491	527	674	2186
Effective Weighted Sample	2370	1158	846	367	1916	428	534	1684
Total	3016	1476	1059	481	2411	567	674	2166
USE NEWSROUND SITE AND WATCH ON CBBC/ BBC IPLAYER	366	260	46	60	271	92	102	242
	12%	18%	4%	12%	11%	16%	15%	11%
		bc		b		a	b	
USE NEWSROUND SITE ONLY	7	*	2	4	6	1	4	3
	*%	*%	*%	1%	*%	*%	1%	*%
				a				
WATCH ON CBBC/ BBC IPLAYER ONLY	1440	908	335	196	1094	326	307	1038
	48%	62%	32%	41%	45%	57%	46%	48%
		bc		b		a		
TOTAL - EITHER USE NEWSROUND SITE OR WATCH ON CBBC/ IPLAYER	1813	1169	384	261	1371	418	413	1283
	60%	79%	36%	54%	57%	74%	61%	59%
		bc		b		a		
TOTAL - NEITHER	1203	307	675	220	1040	149	260	883
	40%	21%	64%	46%	43%	26%	39%	41%
			ac	a	b			
NEITHER - BUT AWARE OF NEWSROUND	502	159	240	103	450	51	109	375
	17%	11%	23%	21%	19%	9%	16%	17%
			a	a	b			
NEITHER - AND NOT AWARE OF NEWSROUND	700	147	435	117	591	98	151	508
	23%	10%	41%	24%	24%	17%	22%	23%
			ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 72

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		~a	b	c	a	b	~a	~b	c	d	e	f	~a	b	c
Unweighted total	491	-	148	343	235	256	-	-	66	82	169	174	-	116	375
Effective Weighted Sample	378	-	117	264	184	195	-	-	53	64	132	132	-	92	289
Total	502	-	135	367	256	247	-	-	63	72	193	175	-	103	399
Not interested	158	-	38	120	78	80	-	-	16	22	62	58	-	32	126
	31%	-%	28%	33%	31%	32%	-%	-%	26%	31%	32%	33%	-%	31%	32%
Boring	80	-	27	53	47	33	-	-	16	11	31	22	-	18	62
	16%	-%	20%	14%	18%	13%	-%	-%	25%	16%	16%	13%	-%	17%	16%
									f						
Too young for me	61	-	9	52	30	31	-	-	3	6	28	25	-	6	56
	12%	-%	7%	14%	12%	13%	-%	-%	4%	9%	14%	14%	-%	5%	14%
				b							c	c			b
No particular reason	45	-	10	34	19	25	-	-	3	7	16	18	-	7	38
	9%	-%	8%	9%	8%	10%	-%	-%	5%	10%	9%	10%	-%	7%	9%
I don't watch the news/ news is negative/ upsetting	40	-	11	30	19	21	-	-	7	4	12	17	-	9	31
	8%	-%	8%	8%	8%	9%	-%	-%	11%	5%	6%	10%	-%	9%	8%
Too busy/ don't have time/ don't remember to watch	25	-	10	15	14	11	-	-	6	4	8	7	-	9	17
	5%	-%	8%	4%	5%	5%	-%	-%	10%	6%	4%	4%	-%	8%	4%
Used to watch it in school	25	-	9	16	11	14	-	-	2	6	8	8	-	5	19
	5%	-%	6%	4%	4%	6%	-%	-%	4%	9%	4%	5%	-%	5%	5%
Watch other channels/ play games instead	22	-	8	14	12	10	-	-	3	5	9	5	-	7	14
	4%	-%	6%	4%	5%	4%	-%	-%	4%	7%	5%	3%	-%	7%	4%
Watch 'grown up'/ different news now	14	-	3	11	5	9	-	-	1	2	4	7	-	2	12
	3%	-%	2%	3%	2%	4%	-%	-%	2%	3%	2%	4%	-%	2%	3%
I don't watch BBC/ TV	13	-	6	7	5	8	-	-	1	5	4	2	-	4	9
	3%	-%	5%	2%	2%	3%	-%	-%	2%	7%	2%	1%	-%	4%	2%
									f						
Don't have the channel	5	-	3	1	4	1	-	-	3	1	1	*	-	3	1
	1%	-%	2%	*%	1%	*%	-%	-%	4%	1%	1%	*%	-%	3%	*%
									f					c	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	491	-	148	343	235	256	-	-	66	82	169	174	-	116	375
Effective Weighted Sample	378	-	117	264	184	195	-	-	53	64	132	132	-	92	289
Total	502	-	135	367	256	247	-	-	63	72	193	175	-	103	399
I don't/ my parents don't like the BBC	1	-	-	1	-	1	-	-	-	-	-	1	-	-	1
	*%	-%	-%	*%	-%	1%	-%	-%	-%	-%	-%	1%	-%	-%	*%
Other	26	-	5	21	17	10	-	-	4	1	13	8	-	4	22
	5%	-%	4%	6%	6%	4%	-%	-%	6%	2%	7%	5%	-%	4%	6%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 72

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	491	322	72	62	35	111	106	151	123	191	52	122	9	260	231
Effective Weighted Sample	378	283	66	59	31	88	84	126	105	144	40	97	7	201	178
Total	502	420	43	22	17	106	157	121	119	204	56	139	11	281	221
Not interested	158	137	10	8	4	41	51	28	38	76	22	43	5	98	60
	31%	33%	22%	34%	26%	39%	32%	23%	32%	37%	39%	31%	45%	35%	27%
						c									
Boring	80	70	5	3	2	11	19	27	23	32	6	29	2	52	29
	16%	17%	12%	13%	11%	10%	12%	23%	19%	16%	10%	21%	18%	18%	13%
						a									
Too young for me	61	56	2	2	1	16	16	18	10	22	6	18	2	33	28
	12%	13%	5%	9%	4%	15%	10%	15%	9%	11%	11%	13%	15%	12%	13%
No particular reason	45	40	2	1	1	4	18	12	11	18	5	11	1	24	21
	9%	10%	5%	4%	9%	3%	12%	10%	9%	9%	9%	8%	11%	9%	9%
						a									
I don't watch the news/ news is negative/ upsetting	40	33	6	*	1	7	10	14	9	9	4	9	-	15	25
	8%	8%	14%	1%	3%	6%	7%	12%	7%	5%	7%	7%	-%	5%	11%
			c												ae
Too busy/ don't have time/ don't remember to watch	25	19	3	1	3	6	8	3	7	10	5	10	-	15	10
	5%	4%	7%	4%	17%	6%	5%	3%	6%	5%	8%	7%	-%	5%	5%
					ac										
Used to watch it in school	25	14	6	4	1	6	7	6	6	9	2	4	-	11	14
	5%	3%	14%	16%	8%	6%	4%	5%	5%	5%	3%	3%	-%	4%	6%
			a	a											
Watch other channels/ play games instead	22	12	6	2	2	5	7	6	4	12	2	1	-	13	9
	4%	3%	13%	9%	11%	4%	4%	5%	4%	6%	4%	1%	-%	5%	4%
			a	a	a					c					
Watch 'grown up'/ different news now	14	12	2	1	-	5	7	2	1	8	1	7	*	9	6
	3%	3%	4%	4%	-%	5%	4%	1%	1%	4%	2%	5%	4%	3%	2%
I don't watch BBC/ TV	13	10	2	1	-	2	4	4	3	3	1	3	-	6	7
	3%	2%	4%	5%	-%	2%	3%	3%	2%	2%	2%	2%	-%	2%	3%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	491	322	72	62	35	111	106	151	123	191	52	122	9	260	231
Effective Weighted Sample	378	283	66	59	31	88	84	126	105	144	40	97	7	201	178
Total	502	420	43	22	17	106	157	121	119	204	56	139	11	281	221
Don't have the channel	5	4	-	-	1	1	-	1	2	1	-	1	-	1	4
	1%	1%	-%	-%	4%	1%	-%	1%	2%	*%	-%	1%	-%	*%	2%
I don't/ my parents don't like the BBC	1	-	*	1	-	-	*	*	*	*	-	*	-	*	1
	*%	-%	1%	4%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%
				a											
Other	26	22	2	1	1	4	11	4	7	9	2	7	1	12	14
	5%	5%	5%	2%	7%	4%	7%	3%	6%	5%	4%	5%	7%	4%	6%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 72

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	IPLAYER/		EITHER	NO	YES	NO	LIKE	NEUTRAL	DISLIKE
						WEBSITE	CBBC							
Significance Level: 95%		a	b	c	d	~a	~b	~c	d	a	b	a	b	c
Unweighted total	491	32	32	52	439	-	-	-	491	192	286	185	229	77
Effective Weighted Sample	378	26	27	44	335	-	-	-	378	148	220	143	178	58
Total	502	28	30	48	455	-	-	-	502	210	280	199	235	68
Not interested	158	13	8	17	141	-	-	-	158	61	93	55	82	22
	31%	45%	28%	36%	31%	-%	-%	-%	31%	29%	33%	27%	35%	32%
Boring	80	5	8	11	69	-	-	-	80	32	46	27	39	14
	16%	17%	28%	23%	15%	-%	-%	-%	16%	15%	16%	14%	17%	20%
Too young for me	61	2	5	5	56	-	-	-	61	32	29	30	24	8
	12%	7%	16%	10%	12%	-%	-%	-%	12%	15%	10%	15%	10%	11%
No particular reason	45	1	1	1	44	-	-	-	45	19	23	21	20	4
	9%	3%	3%	2%	10%	-%	-%	-%	9%	9%	8%	10%	9%	6%
I don't watch the news/ news is negative/ upsetting	40	1	4	5	35	-	-	-	40	17	23	16	21	4
	8%	5%	12%	10%	8%	-%	-%	-%	8%	8%	8%	8%	9%	6%
Too busy/ don't have time/ don't remember to watch	25	2	4	4	21	-	-	-	25	10	15	12	10	3
	5%	7%	14%	9%	5%	-%	-%	-%	5%	5%	5%	6%	4%	4%
Used to watch it in school	25	-	1	1	24	-	-	-	25	10	15	12	8	4
	5%	-%	4%	3%	5%	-%	-%	-%	5%	5%	5%	6%	4%	7%
Watch other channels/ play games instead	22	3	1	3	18	-	-	-	22	9	12	11	8	2
	4%	9%	2%	7%	4%	-%	-%	-%	4%	4%	4%	6%	3%	4%
Watch 'grown up'/ different news now	14	-	-	-	14	-	-	-	14	9	5	6	7	1
	3%	-%	-%	-%	3%	-%	-%	-%	3%	4%	2%	3%	3%	1%
I don't watch BBC/ TV	13	2	-	2	11	-	-	-	13	5	7	3	6	4
	3%	6%	-%	3%	3%	-%	-%	-%	3%	2%	3%	1%	3%	6%
Don't have the channel	5	1	1	1	4	-	-	-	5	1	4	1	3	1
	1%	4%	2%	2%	1%	-%	-%	-%	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 72

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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									CHILD EVER USES		LIKE OR DISLIKE BBC		
	WEEKLY				CHILD WATCHES NEWSROUND WEEKLY					BITESIZE				
	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	491	32	32	52	439	-	-	-	491	192	286	185	229	77
Effective Weighted Sample	378	26	27	44	335	-	-	-	378	148	220	143	178	58
Total	502	28	30	48	455	-	-	-	502	210	280	199	235	68
I don't/ my parents don't like the BBC	1	*	*	*	1	-	-	-	1	*	1	-	*	1
	*%	2%	2%	1%	*%	-%	-%	-%	*%	*%	*%	-%	*%	1%
Other	26	1	1	1	25	-	-	-	26	9	16	11	11	4
	5%	2%	4%	3%	5%	-%	-%	-%	5%	4%	6%	6%	5%	6%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	491	148	243	100	446	42	112	357
Effective Weighted Sample	378	116	187	75	341	35	92	270
Total	502	159	240	103	450	51	109	375
Not interested	158	41	86	31	140	16	41	111
	31%	26%	36%	30%	31%	32%	37%	30%
Boring	80	18	46	16	72	8	22	56
	16%	11%	19%	15%	16%	16%	21%	15%
Too young for me	61	26	22	12	59	2	11	49
	12%	17%	9%	12%	13%	4%	10%	13%
No particular reason	45	14	18	13	39	5	14	29
	9%	9%	7%	12%	9%	10%	13%	8%
I don't watch the news/ news is negative/ upsetting	40	15	21	4	34	6	10	28
	8%	10%	9%	4%	8%	12%	9%	7%
Too busy/ don't have time/ don't remember to watch	25	12	11	3	22	3	3	21
	5%	7%	4%	3%	5%	6%	2%	6%
Used to watch it in school	25	8	11	7	22	3	3	21
	5%	5%	4%	6%	5%	6%	3%	6%
Watch other channels/ play games instead	22	10	6	6	21	1	2	19
	4%	6%	3%	6%	5%	1%	1%	5%
Watch 'grown up'/ different news now	14	7	2	6	14	*	1	12
	3%	4%	1%	6%	3%	1%	1%	3%
		b		b				
I don't watch BBC/ TV	13	2	9	2	8	5	1	12
	3%	2%	4%	2%	2%	10%	1%	3%
						a		

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	491	148	243	100	446	42	112	357
Effective Weighted Sample	378	116	187	75	341	35	92	270
Total	502	159	240	103	450	51	109	375
Don't have the channel	5 1%	1 1%	4 2%	- -%	2 1%	2 5% a	1 1%	3 1%
I don't/ my parents don't like the BBC	1 *%	- -%	1 1%	- -%	1 *%	- -%	* *%	1 *%
Other	26 5%	8 5%	11 5%	6 6%	25 5%	2 3%	4 3%	23 6%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4280	1230	1527	1523	2135	2145	620	610	760	767	755	768	123	2452	1705
Effective Weighted Sample	3370	1000	1200	1195	1687	1685	503	497	599	603	597	598	98	1949	1340
Total	4298	1282	1356	1660	2209	2089	659	623	696	659	853	807	103	2349	1846
Yes	2015	397	689	930	1033	982	212	186	352	337	470	460	11	979	1025
	47%	31%	51%	56%	47%	47%	32%	30%	51%	51%	55%	57%	11%	42%	56%
			a	ab					ab	ab	ab	abcd		a	ab
No	2092	816	595	680	1072	1020	411	406	299	296	362	318	87	1244	760
	49%	64%	44%	41%	49%	49%	62%	65%	43%	45%	42%	39%	85%	53%	41%
		bc					cdef	cdef					bc	c	
Don't know	191	69	72	50	104	87	37	31	45	27	22	29	5	126	61
	4%	5%	5%	3%	5%	4%	6%	5%	6%	4%	3%	4%	5%	5%	3%
		c	c				e	e	ef					c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 73

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4280	2867	559	554	300	1356	892	1067	957	2231	680	1997	222	2919	1361
Effective Weighted Sample	3370	2589	527	541	275	1106	721	883	812	1763	532	1571	173	2301	1070
Total	4298	3654	318	193	132	1280	1220	827	972	2278	672	2001	224	2966	1332
Yes	2015	1725	136	88	67	732	545	368	371	1214	460	1384	183	1650	365
	47%	47%	43%	45%	51%	57%	45%	45%	38%	53%	68%	69%	82%	56%	27%
					b	bcd	d	d		f	aef	aef	abcef	f	
No	2092	1769	165	97	61	504	627	426	534	978	201	560	37	1211	880
	49%	48%	52%	50%	46%	39%	51%	52%	55%	43%	30%	28%	17%	41%	66%
						a	a	a	a	bcd	d	d		bcd	abcde
Don't know	191	161	17	8	4	44	49	32	66	86	11	57	3	104	87
	4%	4%	5%	4%	3%	3%	4%	4%	7%	4%	2%	3%	1%	4%	7%
									abc	b				b	abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 73

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q24. Does your child ever use BBC Bitesize for their schoolwork or homework? (RESPONSES FROM PARENT FOR 4-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All parents of children aged 4-7 and all children aged 8-16

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4280	974	823	1394	2886	375	1438	1472	2808	2017	2073	2426	1405	449
Effective Weighted Sample	3370	784	653	1118	2254	295	1130	1156	2216	1581	1638	1907	1107	356
Total	4298	972	804	1380	2918	372	1394	1425	2873	2015	2092	2455	1412	431
Yes	2015	468	510	746	1270	298	1009	1034	981	2015	-	1480	450	86
	47%	48%	63%	54%	44%	80%	72%	73%	34%	100%	-%	60%	32%	20%
		d	acd	ad		bcd	d	d		b		bc	c	
No	2092	453	266	574	1517	64	346	350	1742	-	2092	897	871	323
	49%	47%	33%	42%	52%	17%	25%	25%	61%	-%	100%	37%	62%	75%
		bc		b	abc		a	a	abc		a		a	ab
Don't know	191	51	29	60	131	10	38	41	150	-	-	77	92	22
	4%	5%	4%	4%	4%	3%	3%	3%	5%	-%	-%	3%	7%	5%
									abc				a	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4280	2054	1565	661	3441	801	937	3078
Effective Weighted Sample	3370	1620	1235	515	2680	659	746	2409
Total	4298	2071	1550	677	3385	868	946	3095
Yes	2015	1348	417	250	1517	479	513	1386
	47%	65%	27%	37%	45%	55%	54%	45%
		bc		b		a	b	
No	2092	671	1073	347	1723	350	387	1590
	49%	32%	69%	51%	51%	40%	41%	51%
			ac	a	b			a
Don't know	191	52	60	79	145	38	46	118
	4%	2%	4%	12%	4%	4%	5%	4%
			a	ab				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	2017	384	784	849	991	1026	203	181	379	405	409	440	13	1061	943
Effective Weighted Sample	1581	313	617	666	781	802	164	149	300	319	324	343	11	838	743
Total	2015	397	689	930	1033	982	212	186	352	337	470	460	11	979	1025
Agree	1769	360	606	804	902	867	192	167	313	294	397	406	11	869	890
	88%	91%	88%	86%	87%	88%	91%	90%	89%	87%	85%	88%	96%	89%	87%
Neither agree nor disagree	209	34	67	108	113	96	17	17	33	35	63	44	*	93	116
	10%	9%	10%	12%	11%	10%	8%	9%	9%	10%	14%	10%	4%	10%	11%
Disagree	21	2	6	13	10	10	2	-	2	4	6	6	-	8	13
	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	-%	1%	1%
Don't know	16	2	9	5	7	9	-	2	5	4	2	3	-	9	7
	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 74

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	2017	1365	245	250	157	764	387	494	369	1221	467	1395	185	1655	362
Effective Weighted Sample	1581	1226	231	244	145	630	313	406	314	957	367	1093	145	1295	286
Total	2015	1725	136	88	67	732	545	368	371	1214	460	1384	183	1650	365
Agree	1769	1511	122	76	61	654	479	318	318	1085	407	1246	167	1465	305
	88%	88%	90%	87%	90%	89%	88%	86%	86%	89%	89%	90%	91%	89%	83%
										f		f	f	f	
Neither agree nor disagree	209	183	11	9	5	69	51	41	48	115	44	132	14	164	46
	10%	11%	8%	11%	8%	9%	9%	11%	13%	9%	9%	10%	7%	10%	12%
Disagree	21	17	2	1	1	5	10	4	1	7	3	4	1	10	11
	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%
															abce
Don't know	16	14	*	1	*	4	4	4	4	7	6	3	1	12	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
											c				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 74

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	2017	487	528	772	1245	300	1046	1073	944	2017	-	1482	445	90
Effective Weighted Sample	1581	386	419	612	970	237	823	844	739	1581	-	1161	348	71
Total	2015	468	510	746	1270	298	1009	1034	981	2015	-	1480	450	86
Agree	1769	425	469	676	1093	263	894	914	855	1769	-	1353	349	67
	88%	91%	92%	91%	86%	88%	89%	88%	87%	88%	-%	91%	78%	79%
		d	d	d								bc		
Neither agree nor disagree	209	41	37	66	144	31	106	109	100	209	-	113	83	13
	10%	9%	7%	9%	11%	10%	11%	11%	10%	10%	-%	8%	18%	16%
					b							a		a
Disagree	21	1	2	2	18	1	5	5	16	21	-	7	10	4
	1%	*%	*%	*%	1%	*%	*%	1%	2%	1%	-%	*%	2%	4%
					ac				bc			a		a
Don't know	16	1	2	2	14	3	5	6	10	16	-	7	8	1
	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	-%	*%	2%	1%
					c							a		

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	2017	1369	410	238	1553	449	492	1399
Effective Weighted Sample	1581	1078	323	181	1198	370	397	1085
Total	2015	1348	417	250	1517	479	513	1386
Agree	1769	1224	339	207	1329	427	432	1237
	88%	91%	81%	83%	88%	89%	84%	89%
		bc						a
Neither agree nor disagree	209	113	59	37	156	49	67	128
	10%	8%	14%	15%	10%	10%	13%	9%
			a	a			b	
Disagree	21	7	13	1	16	3	10	11
	1%	*%	3%	*%	1%	1%	2%	1%
			ac					
Don't know	16	4	6	6	15	*	5	11
	1%	*%	1%	2%	1%	*%	1%	1%
			a	a				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1633	-	784	849	788	845	-	-	379	405	409	440	-	690	943
Effective Weighted Sample	1268	-	617	666	617	653	-	-	300	319	324	343	-	540	743
Total	1618	-	689	930	822	797	-	-	352	337	470	460	-	593	1025
Yes	1184	-	508	675	615	568	-	-	268	240	347	328	-	444	739
	73%	~a	74%	73%	75%	71%	~a	~b	76%	71%	74%	71%	~a	75%	72%
No	232	-	89	143	117	114	-	-	44	45	73	70	-	71	161
	14%	~a	13%	15%	14%	14%	~a	~b	13%	13%	16%	15%	~a	12%	16%
Maybe	203	-	91	112	89	114	-	-	40	51	49	62	-	78	125
	13%	~a	13%	12%	11%	14%	~a	~b	11%	15%	10%	14%	~a	13%	12%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 75

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1633	1107	199	203	124	601	314	411	306	955	389	1105	150	1316	317
Effective Weighted Sample	1268	982	187	197	113	496	252	337	263	741	304	856	116	1017	250
Total	1618	1384	110	71	53	565	451	300	303	936	379	1084	144	1295	324
Yes	1184	1010	81	54	39	461	313	205	204	747	314	910	130	1016	168
	73%	73%	73%	76%	73%	82%	69%	69%	68%	80%	83%	84%	90%	78%	52%
						bcd				f	f	aef	aef	f	
No	232	200	15	10	7	60	81	44	46	95	32	90	6	143	89
	14%	14%	13%	14%	14%	11%	18%	15%	15%	10%	8%	8%	4%	11%	27%
						a				d				cd	abcde
Maybe	203	174	15	7	7	43	57	50	52	95	33	85	8	136	67
	13%	13%	14%	10%	12%	8%	13%	17%	17%	10%	9%	8%	6%	10%	21%
						a	a	a						c	abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 75

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q26. Would you miss BBC Bitesize if it was no longer available? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All children aged 8-16 who ever use BBC Bitesize for schoolwork or homework

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	1633	322	406	559	1074	250	814	839	794	1633	-	1164	384	85
Effective Weighted Sample	1268	253	320	440	830	197	636	655	615	1268	-	901	300	67
Total	1618	300	384	527	1091	251	774	798	820	1618	-	1152	386	81
Yes	1184	264	323	451	733	209	666	681	502	1184	-	932	210	42
	73%	88%	84%	85%	67%	83%	86%	85%	61%	73%	-%	81%	55%	52%
		d	d	d		d	d	d				bc		
No	232	17	29	35	197	22	58	61	170	232	-	110	94	27
	14%	6%	8%	7%	18%	9%	8%	8%	21%	14%	-%	10%	24%	34%
					abc				abc				a	a
Maybe	203	19	32	42	161	20	51	56	147	203	-	111	81	12
	13%	6%	8%	8%	15%	8%	7%	7%	18%	13%	-%	10%	21%	14%
					abc				abc				a	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1633	1084	343	206	1290	329	387	1144
Effective Weighted Sample	1268	846	268	155	989	267	311	876
Total	1618	1063	345	211	1252	349	402	1123
Yes	1184	926	150	108	888	285	295	818
	73%	87%	44%	51%	71%	82%	73%	73%
		bc				a		
No	232	68	137	26	197	31	65	156
	14%	6%	40%	13%	16%	9%	16%	14%
			ac	a	b			
Maybe	203	69	57	77	168	32	42	149
	13%	6%	17%	36%	13%	9%	11%	13%
			a	ab				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	1155	676	310	169	559	596	326	350	155	155	78	91	243	722	190
Effective Weighted Sample	931	551	243	139	453	480	267	285	122	123	65	75	197	580	156
Total	1144	687	273	184	580	564	342	345	146	127	92	92	226	710	208
Agree	880	565	199	117	459	421	283	282	109	90	67	49	190	554	136
	77%	82%	73%	63%	79%	75%	83%	82%	75%	70%	73%	54%	84%	78%	65%
		bc					df	df	f	f	f		c	c	
Neither agree nor disagree	223	114	55	54	102	121	55	58	25	31	22	32	34	132	56
	19%	17%	20%	29%	18%	21%	16%	17%	17%	24%	24%	34%	15%	19%	27%
				a								abc			ab
Disagree	37	8	15	14	14	23	3	5	8	7	3	11	2	19	16
	3%	1%	5%	8%	2%	4%	1%	1%	5%	5%	3%	12%	1%	3%	8%
			a	a					ab	ab		ab			ab
Don't know	5	1	4	-	5	-	1	-	4	-	-	-	-	5	-
	*%	*%	2%	-%	1%	-%	*%	-%	3%	-%	-%	-%	-%	1%	-%
			a		b				ab						

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 76

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	783	153	135	84	409	243	256	244	1155	237	745	105	1155	-
Effective Weighted Sample	931	723	147	134	79	334	203	213	209	931	185	595	82	931	-
Total	1144	980	82	46	36	380	314	199	251	1144	231	723	103	1144	-
Agree	880	757	62	35	27	296	241	149	194	880	182	574	78	880	-
	77%	77%	75%	75%	74%	78%	77%	75%	77%	77%	79%	79%	75%	77%	-%
Neither agree nor disagree	223	188	18	10	7	73	60	42	49	223	45	129	21	223	-
	19%	19%	22%	22%	18%	19%	19%	21%	19%	19%	19%	18%	20%	19%	-%
Disagree	37	30	2	1	3	10	11	6	9	37	4	18	4	37	-
	3%	3%	2%	3%	8%	3%	4%	3%	4%	3%	2%	2%	4%	3%	-%
					ab										
Don't know	5	5	*	-	-	1	2	2	-	5	-	3	-	5	-
	*%	*%	*%	-%	-%	*%	1%	1%	-%	*%	-%	*%	-%	*%	-%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 76

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28A. Do you agree or disagree with each of these things about CBeebies and your child? "They love CBeebies programmes." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	1155	1155	445	1155	-	125	477	483	672	487	439	839	251	65
Effective Weighted Sample	931	931	354	931	-	100	382	387	544	386	360	672	205	55
Total	1144	1144	437	1144	-	118	460	467	678	468	453	829	250	66
Agree	880	880	324	880	-	87	360	364	516	357	344	675	166	39
	77%	77%	74%	77%	-%	74%	78%	78%	76%	76%	76%	82% bc	66%	59%
Neither agree nor disagree	223	223	91	223	-	28	88	89	134	92	90	134	68	21
	19%	19%	21%	19%	-%	24%	19%	19%	20%	20%	20%	16%	27% a	32% a
Disagree	37	37	21	37	-	1	11	11	25	19	16	17	15	5
	3%	3%	5%	3%	-%	1%	2%	2%	4%	4%	4%	2%	6% a	8% a
Don't know	5	5	1	5	-	2	1	3	2	1	2	3	2	*
	*%	*%	*%	*%	-%	2% b	*%	1%	*%	*%	1%	*%	1%	1%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	730	259	166	860	284	231	860
Effective Weighted Sample	931	584	213	135	685	238	186	689
Total	1144	719	251	175	835	297	232	845
Agree	880	602	154	125	642	228	180	658
	77%	84%	61%	71%	77%	77%	78%	78%
		bc						
Neither agree nor disagree	223	104	76	43	161	59	46	156
	19%	14%	30%	25%	19%	20%	20%	18%
			a	a				
Disagree	37	13	19	5	27	10	6	29
	3%	2%	8%	3%	3%	3%	3%	3%
			a					
Don't know	5	1	2	3	4	1	-	3
	*%	*%	1%	2%	1%	*%	-%	*%
				a				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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'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	1155	676	310	169	559	596	326	350	155	155	78	91	243	722	190
Effective Weighted Sample	931	551	243	139	453	480	267	285	122	123	65	75	197	580	156
Total	1144	687	273	184	580	564	342	345	146	127	92	92	226	710	208
Agree	661	401	162	98	336	325	193	208	89	72	53	45	125	427	109
	58%	58%	59%	53%	58%	58%	57%	60%	61%	57%	57%	49%	55%	60%	53%
Neither agree nor disagree	259	157	46	56	133	126	80	77	26	20	27	29	57	137	64
	23%	23%	17%	31%	23%	22%	23%	22%	18%	16%	30%	32%	25%	19%	31%
				b							d	cd			b
Disagree	148	61	59	28	76	72	40	21	26	33	10	18	28	87	33
	13%	9%	22%	15%	13%	13%	12%	6%	18%	26%	11%	19%	13%	12%	16%
			a	a			b		b	abe		b			
Don't know	76	68	6	2	35	41	29	39	4	2	2	-	15	59	2
	7%	10%	2%	1%	6%	7%	8%	11%	3%	1%	2%	-%	7%	8%	1%
		bc					cdf	cdef					c	c	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	783	153	135	84	409	243	256	244	1155	237	745	105	1155	-
Effective Weighted Sample	931	723	147	134	79	334	203	213	209	931	185	595	82	931	-
Total	1144	980	82	46	36	380	314	199	251	1144	231	723	103	1144	-
Agree	661	564	50	25	22	238	195	93	135	661	161	484	84	661	-
	58%	58%	60%	55%	61%	62%	62%	47%	54%	58%	70%	67%	82%	58%	-%
						cd	c				ae	ae	abce		
Neither agree nor disagree	259	224	18	11	6	87	60	52	60	259	44	143	16	259	-
	23%	23%	22%	25%	17%	23%	19%	26%	24%	23%	19%	20%	15%	23%	-%
Disagree	148	123	10	8	6	39	36	38	36	148	14	72	3	148	-
	13%	13%	13%	18%	17%	10%	11%	19%	14%	13%	6%	10%	3%	13%	-%
								ab		bd		d		bd	
Don't know	76	68	4	1	2	16	23	16	20	76	12	25	-	76	-
	7%	7%	5%	3%	5%	4%	7%	8%	8%	7%	5%	3%	-%	7%	-%
										cd	d			cd	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 77

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	1155	445	1155	-	125	477	483	672	487	439	839	251	65
Effective Weighted Sample	931	931	354	931	-	100	382	387	544	386	360	672	205	55
Total	1144	1144	437	1144	-	118	460	467	678	468	453	829	250	66
Agree	661	661	259	661	-	80	317	318	343	314	230	528	110	23
	58%	58%	59%	58%	~%	68%	69%	68%	51%	67%	51%	64%	44%	36%
						d	d	d		b		bc		
Neither agree nor disagree	259	259	92	259	-	23	94	96	163	94	103	165	76	19
	23%	23%	21%	23%	~%	20%	20%	21%	24%	20%	23%	20%	30%	29%
													a	
Disagree	148	148	70	148	-	13	42	43	105	52	70	85	44	19
	13%	13%	16%	13%	~%	11%	9%	9%	16%	11%	15%	10%	18%	29%
									bc				a	a
Don't know	76	76	16	76	-	2	7	9	66	8	50	51	21	4
	7%	7%	4%	7%	~%	2%	2%	2%	10%	2%	11%	6%	8%	6%
		b		b					abc		a			

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	730	259	166	860	284	231	860
Effective Weighted Sample	931	584	213	135	685	238	186	689
Total	1144	719	251	175	835	297	232	845
Agree	661	480	111	70	478	178	127	494
	58%	67%	44%	40%	57%	60%	55%	58%
		bc						
Neither agree nor disagree	259	133	65	62	188	65	53	190
	23%	18%	26%	35%	23%	22%	23%	22%
			a	a				
Disagree	148	71	53	24	109	39	33	108
	13%	10%	21%	14%	13%	13%	14%	13%
			a					
Don't know	76	35	22	18	60	15	18	54
	7%	5%	9%	11%	7%	5%	8%	6%
			a	a				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	1155	676	310	169	559	596	326	350	155	155	78	91	243	722	190
Effective Weighted Sample	931	551	243	139	453	480	267	285	122	123	65	75	197	580	156
Total	1144	687	273	184	580	564	342	345	146	127	92	92	226	710	208
Agree	897	567	203	127	455	443	279	288	113	90	62	65	196	560	141
	78%	83%	74%	69%	78%	78%	82%	84%	78%	70%	67%	70%	87%	79%	68%
		bc					def	def					bc	c	
Neither agree nor disagree	204	113	47	45	105	99	58	55	20	27	27	17	26	129	49
	18%	16%	17%	24%	18%	18%	17%	16%	14%	21%	30%	19%	12%	18%	24%
				a							abc			a	a
Disagree	32	4	15	12	13	19	3	1	7	8	3	10	4	11	17
	3%	1%	6%	7%	2%	3%	1%	*%	5%	6%	3%	10%	2%	2%	8%
			a	a					ab	ab	b	ab			ab
Don't know	11	3	8	1	7	4	2	*	5	3	-	1	-	10	1
	1%	*%	3%	*%	1%	1%	1%	*%	3%	2%	-%	1%	-%	1%	1%
			a						b	b					

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 78

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	1155	783	153	135	84	409	243	256	244	1155	237	745	105	1155	-
Effective Weighted Sample	931	723	147	134	79	334	203	213	209	931	185	595	82	931	-
Total	1144	980	82	46	36	380	314	199	251	1144	231	723	103	1144	-
Agree	897	768	63	36	30	303	255	150	190	897	192	574	86	897	-
	78%	78%	77%	78%	83%	80%	81%	75%	76%	78%	83%	79%	84%	78%	-%
Neither agree nor disagree	204	177	15	8	4	65	47	39	53	204	34	128	16	204	-
	18%	18%	19%	18%	10%	17%	15%	20%	21%	18%	15%	18%	16%	18%	-%
Disagree	32	26	3	*	2	10	9	6	7	32	4	16	-	32	-
	3%	3%	4%	1%	5%	3%	3%	3%	3%	3%	2%	2%	-%	3%	-%
					c										
Don't know	11	8	*	1	1	3	3	4	2	11	1	5	*	11	-
	1%	1%	1%	3%	2%	1%	1%	2%	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 78

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	1155	445	1155	-	125	477	483	672	487	439	839	251	65
Effective Weighted Sample	931	931	354	931	-	100	382	387	544	386	360	672	205	55
Total	1144	1144	437	1144	-	118	460	467	678	468	453	829	250	66
Agree	897	897	342	897	-	89	369	370	528	369	343	688	173	36
	78%	78%	78%	78%	-%	75%	80%	79%	78%	79%	76%	83%	69%	56%
Neither agree nor disagree	204	204	77	204	-	22	78	81	123	83	89	122	63	20
	18%	18%	18%	18%	-%	19%	17%	17%	18%	18%	20%	15%	25%	30%
													a	a
Disagree	32	32	16	32	-	5	11	11	21	14	15	12	12	8
	3%	3%	4%	3%	-%	4%	2%	2%	3%	3%	3%	1%	5%	12%
													a	a
Don't know	11	11	1	11	-	3	3	5	6	3	6	7	3	1
	1%	1%	*%	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%	2%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	730	259	166	860	284	231	860
Effective Weighted Sample	931	584	213	135	685	238	186	689
Total	1144	719	251	175	835	297	232	845
Agree	897	604	165	129	655	235	169	679
	78%	84%	66%	74%	78%	79%	73%	80%
		bc						a
Neither agree nor disagree	204	99	68	37	151	49	52	137
	18%	14%	27%	21%	18%	17%	22%	16%
			a	a			b	
Disagree	32	11	15	5	20	10	8	23
	3%	2%	6%	3%	2%	3%	4%	3%
			a					
Don't know	11	4	3	4	9	2	2	6
	1%	1%	1%	2%	1%	1%	1%	1%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	1155	676	310	169	559	596	326	350	155	155	78	91	243	722	190
Effective Weighted Sample	931	551	243	139	453	480	267	285	122	123	65	75	197	580	156
Total	1144	687	273	184	580	564	342	345	146	127	92	92	226	710	208
Agree	920	574	209	137	449	471	275	299	105	104	68	69	201	565	153
	80%	84%	77%	74%	77%	83%	81%	87%	72%	81%	73%	75%	89%	80%	74%
		bc				a		cef					bc		
Neither agree nor disagree	183	99	46	38	107	76	56	43	30	16	21	17	22	119	42
	16%	14%	17%	21%	18%	13%	16%	12%	20%	13%	23%	18%	10%	17%	20%
					b			b	b		b			a	a
Disagree	27	9	11	7	13	14	7	2	4	7	2	5	1	17	9
	2%	1%	4%	4%	2%	2%	2%	1%	3%	6%	2%	6%	*%	2%	4%
			a					b	b	b	b	b			a
Don't know	15	5	6	3	12	3	4	2	6	-	2	1	2	9	3
	1%	1%	2%	2%	2%	1%	1%	1%	4%	-%	2%	1%	1%	1%	2%
					b				abd						

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 79

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	1155	783	153	135	84	409	243	256	244	1155	237	745	105	1155	-
Effective Weighted Sample	931	723	147	134	79	334	203	213	209	931	185	595	82	931	-
Total	1144	980	82	46	36	380	314	199	251	1144	231	723	103	1144	-
Agree	920	783	67	41	29	317	250	150	203	920	192	587	82	920	-
	80%	80%	82%	88%	80%	83%	80%	76%	81%	80%	83%	81%	80%	80%	-%
				a		c									
Neither agree nor disagree	183	160	14	4	5	53	50	37	42	183	33	114	13	183	-
	16%	16%	17%	8%	15%	14%	16%	19%	17%	16%	14%	16%	13%	16%	-%
		c	c												
Disagree	27	24	1	1	1	5	8	8	6	27	4	12	4	27	-
	2%	2%	1%	2%	3%	1%	2%	4%	2%	2%	2%	2%	4%	2%	-%
Don't know	15	13	-	1	1	6	5	3	*	15	1	10	3	15	-
	1%	1%	-%	1%	2%	1%	2%	2%	*%	1%	1%	1%	3%	1%	-%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 79

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	1155	445	1155	-	125	477	483	672	487	439	839	251	65
Effective Weighted Sample	931	931	354	931	-	100	382	387	544	386	360	672	205	55
Total	1144	1144	437	1144	-	118	460	467	678	468	453	829	250	66
Agree	920	920	353	920	-	95	378	380	540	373	363	692	185	42
	80%	80%	81%	80%	~%	80%	82%	81%	80%	80%	80%	84%	74%	64%
Neither agree nor disagree	183	183	68	183	-	18	69	70	113	80	70	116	51	16
	16%	16%	16%	16%	~%	15%	15%	15%	17%	17%	16%	14%	20%	25%
													a	a
Disagree	27	27	9	27	-	3	9	9	18	13	13	14	8	4
	2%	2%	2%	2%	~%	2%	2%	2%	3%	3%	3%	2%	3%	7%
														a
Don't know	15	15	7	15	-	3	5	8	7	3	7	6	6	3
	1%	1%	2%	1%	~%	3%	1%	2%	1%	1%	2%	1%	2%	4%
														a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	730	259	166	860	284	231	860
Effective Weighted Sample	931	584	213	135	685	238	186	689
Total	1144	719	251	175	835	297	232	845
Agree	920	616	172	132	669	239	191	682
	80%	86%	69%	75%	80%	81%	83%	81%
		bc						
Neither agree nor disagree	183	88	63	32	135	47	33	133
	16%	12%	25%	19%	16%	16%	14%	16%
			a					
Disagree	27	10	12	5	21	6	7	18
	2%	1%	5%	3%	3%	2%	3%	2%
			a					
Don't know	15	4	5	6	9	5	1	12
	1%	1%	2%	3%	1%	2%	*%	1%
				a				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

	Total	CHILD'S AGE			GENDER OF CHILD		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	1155	676	310	169	559	596	326	350	155	155	78	91	243	722	190
Effective Weighted Sample	931	551	243	139	453	480	267	285	122	123	65	75	197	580	156
Total	1144	687	273	184	580	564	342	345	146	127	92	92	226	710	208
Agree	464	238	144	82	240	224	119	119	74	70	46	36	71	300	93
	41%	35%	53%	45%	41%	40%	35%	34%	51%	55%	50%	39%	32%	42%	45%
			a	a					ab	abf	ab			a	a
Neither agree nor disagree	256	168	50	39	128	128	87	81	21	29	21	18	48	166	42
	22%	24%	18%	21%	22%	23%	25%	23%	14%	23%	22%	20%	21%	23%	20%
							c	c							
Disagree	417	277	78	62	209	209	133	143	50	29	25	37	104	242	72
	36%	40%	29%	34%	36%	37%	39%	42%	34%	22%	28%	40%	46%	34%	35%
		b					d	de	d			d	bc		
Don't know	7	4	1	1	3	4	2	2	1	-	-	1	3	3	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 80

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	783	153	135	84	409	243	256	244	1155	237	745	105	1155	-
Effective Weighted Sample	931	723	147	134	79	334	203	213	209	931	185	595	82	931	-
Total	1144	980	82	46	36	380	314	199	251	1144	231	723	103	1144	-
Agree	464	398	32	18	16	165	129	78	93	464	114	306	64	464	-
	41%	41%	39%	40%	43%	43%	41%	39%	37%	41%	49%	42%	62%	41%	-%
											ae		ace		
Neither agree nor disagree	256	213	24	11	9	74	61	52	69	256	31	138	9	256	-
	22%	22%	29%	24%	26%	19%	20%	26%	27%	22%	14%	19%	8%	22%	-%
									a	bd		d		bd	
Disagree	417	364	26	16	11	139	121	68	90	417	85	274	29	417	-
	36%	37%	31%	36%	31%	37%	39%	34%	36%	36%	37%	38%	28%	36%	-%
Don't know	7	6	1	*	-	3	2	2	-	7	1	5	1	7	-
	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 80

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q28E. Do you agree or disagree with each of these things about CBeebies and your child? "CBeebies is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBeebies at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	1155	1155	445	1155	-	125	477	483	672	487	439	839	251	65
Effective Weighted Sample	931	931	354	931	-	100	382	387	544	386	360	672	205	55
Total	1144	1144	437	1144	-	118	460	467	678	468	453	829	250	66
Agree	464	464	186	464	-	58	218	222	242	221	168	340	96	28
	41%	41%	43%	41%	-%	49%	47%	48%	36%	47%	37%	41%	38%	43%
						d	d	d		b				
Neither agree nor disagree	256	256	97	256	-	23	83	83	173	87	114	162	75	20
	22%	22%	22%	22%	-%	20%	18%	18%	26%	19%	25%	20%	30%	30%
									bc		a		a	
Disagree	417	417	153	417	-	38	158	160	257	159	168	322	79	17
	36%	36%	35%	36%	-%	32%	34%	34%	38%	34%	37%	39%	31%	26%
Don't know	7	7	1	7	-	-	1	1	6	1	2	5	1	1
	1%	1%	*%	1%	-%	-%	*%	*%	1%	*%	1%	1%	*%	1%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1155	730	259	166	860	284	231	860
Effective Weighted Sample	931	584	213	135	685	238	186	689
Total	1144	719	251	175	835	297	232	845
Agree	464	308	104	51	341	118	103	333
	41%	43%	42%	29%	41%	40%	44%	39%
		c	c					
Neither agree nor disagree	256	131	75	50	196	59	53	180
	22%	18%	30%	29%	23%	20%	23%	21%
			a	a				
Disagree	417	277	69	72	295	116	75	326
	36%	38%	28%	41%	35%	39%	32%	39%
		b		b				
Don't know	7	3	2	2	3	4	1	6
	1%	*%	1%	1%	*%	1%	*%	1%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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'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	875	318	353	204	426	449	156	162	175	178	95	109	75	562	238
Effective Weighted Sample	694	256	276	165	341	355	127	129	139	139	77	88	60	443	194
Total	851	319	312	220	438	414	161	158	166	146	111	109	68	525	258
Agree	569	210	217	142	287	282	100	109	111	106	75	67	46	352	171
	67%	66%	69%	64%	66%	68%	62%	69%	67%	72%	68%	61%	68%	67%	66%
Neither agree nor disagree	218	87	73	59	108	110	45	42	39	33	23	35	19	134	66
	26%	27%	23%	27%	25%	27%	28%	27%	24%	23%	21%	32%	28%	25%	25%
Disagree	56	18	21	17	36	20	13	5	14	7	9	8	3	35	19
	7%	6%	7%	8%	8%	5%	8%	3%	9%	5%	8%	7%	5%	7%	7%
Don't know	8	4	2	3	7	2	2	1	1	*	3	-	-	5	3
	1%	1%	1%	1%	2%	*%	1%	1%	1%	*%	2%	-%	-%	1%	1%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 81

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	875	587	108	112	68	365	160	191	158	875	239	639	111	875	-
Effective Weighted Sample	694	536	104	111	64	298	131	157	133	694	189	508	89	694	-
Total	851	727	58	38	28	344	210	140	156	851	230	623	109	851	-
Agree	569	487	38	27	16	246	127	91	106	569	175	445	92	569	-
	67%	67%	66%	70%	59%	71%	60%	65%	68%	67%	76%	71%	84%	67%	-%
						b					ae		ace		
Neither agree nor disagree	218	186	14	10	8	76	63	40	40	218	42	144	14	218	-
	26%	26%	25%	25%	30%	22%	30%	28%	25%	26%	18%	23%	13%	26%	-%
										bd		d		bd	
Disagree	56	46	5	1	3	21	20	7	9	56	12	30	2	56	-
	7%	6%	9%	4%	12%	6%	9%	5%	6%	7%	5%	5%	2%	7%	-%
					c										
Don't know	8	8	-	*	-	2	1	3	2	8	1	4	1	8	-
	1%	1%	-%	1%	-%	1%	1%	2%	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 81

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	875	445	875	875	-	161	513	520	355	528	266	657	178	40
Effective Weighted Sample	694	354	694	694	-	129	408	413	282	419	211	523	139	33
Total	851	437	851	851	-	150	493	497	354	510	266	637	179	35
Agree	569	302	569	569	-	115	369	370	198	370	150	472	84	12
	67%	69%	67%	67%	-%	77%	75%	74%	56%	72%	56%	74%	47%	34%
						d	d	d		b		bc		
Neither agree nor disagree	218	98	218	218	-	28	96	97	121	114	84	136	72	10
	26%	22%	26%	26%	-%	19%	19%	20%	34%	22%	31%	21%	40%	27%
									abc		a		a	
Disagree	56	31	56	56	-	4	27	27	30	26	26	24	19	14
	7%	7%	7%	7%	-%	3%	5%	5%	8%	5%	10%	4%	10%	38%
									a		a		a	ab
Don't know	8	6	8	8	-	3	2	3	5	1	6	4	4	*
	1%	1%	1%	1%	-%	2%	*%	1%	1%	*%	2%	1%	2%	1%
											a			

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	875	610	172	93	661	203	194	619
Effective Weighted Sample	694	485	134	75	513	172	160	483
Total	851	594	162	96	624	212	196	596
Agree	569	455	59	55	410	150	127	408
	67%	77%	36%	58%	66%	71%	65%	68%
		bc		b				
Neither agree nor disagree	218	119	69	29	171	43	60	137
	26%	20%	43%	31%	27%	20%	31%	23%
			a	a				
Disagree	56	15	32	10	37	17	8	46
	7%	2%	20%	10%	6%	8%	4%	8%
			a	a				
Don't know	8	5	2	1	7	1	2	5
	1%	1%	1%	1%	1%	1%	1%	1%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 82

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	875	318	353	204	426	449	156	162	175	178	95	109	75	562	238
Effective Weighted Sample	694	256	276	165	341	355	127	129	139	139	77	88	60	443	194
Total	851	319	312	220	438	414	161	158	166	146	111	109	68	525	258
Agree	461	164	176	121	224	237	76	88	89	87	59	62	32	287	142
	54%	51%	56%	55%	51%	57%	47%	56%	54%	60%	53%	57%	47%	55%	55%
										a					
Neither agree nor disagree	201	80	71	50	106	95	44	36	37	34	24	25	17	127	57
	24%	25%	23%	23%	24%	23%	28%	23%	22%	23%	22%	23%	25%	24%	22%
Disagree	155	46	63	46	90	64	27	19	39	24	24	21	10	89	55
	18%	14%	20%	21%	21%	16%	17%	12%	23%	17%	22%	19%	15%	17%	21%
									b						
Don't know	34	28	2	3	17	17	14	15	1	1	3	1	8	22	3
	4%	9%	1%	2%	4%	4%	9%	9%	1%	1%	2%	1%	12%	4%	1%
		bc					cdf	cdf					bc		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 82

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	~f
Unweighted total	875	587	108	112	68	365	160	191	158	875	239	639	111	875	-
Effective Weighted Sample	694	536	104	111	64	298	131	157	133	694	189	508	89	694	-
Total	851	727	58	38	28	344	210	140	156	851	230	623	109	851	-
Agree	461	392	33	21	15	216	96	69	81	461	146	387	86	461	-
	54%	54%	57%	56%	54%	63%	45%	49%	52%	54%	64%	62%	79%	54%	-%
						bcd					ae	ae	abce		
Neither agree nor disagree	201	173	12	11	6	68	58	37	39	201	46	146	16	201	-
	24%	24%	20%	29%	20%	20%	28%	26%	25%	24%	20%	23%	14%	24%	-%
Disagree	155	133	10	6	6	55	38	29	32	155	33	76	3	155	-
	18%	18%	17%	15%	22%	16%	18%	21%	20%	18%	14%	12%	3%	18%	-%
										cd	d	d		cd	
Don't know	34	29	4	-	1	6	18	5	5	34	5	15	4	34	-
	4%	4%	6%	-%	4%	2%	9%	4%	3%	4%	2%	2%	4%	4%	-%
		c	c		c		a								

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 82

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29B. Do you agree or disagree with each of these things about CBBC and your child? "They talk about CBBC programmes with friends." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	875	445	875	875	-	161	513	520	355	528	266	657	178	40
Effective Weighted Sample	694	354	694	694	-	129	408	413	282	419	211	523	139	33
Total	851	437	851	851	-	150	493	497	354	510	266	637	179	35
Agree	461	245	461	461	-	99	324	327	135	330	95	386	62	14
	54%	56%	54%	54%	-%	66%	66%	66%	38%	65%	36%	61%	35%	39%
						d	d	d		b		bc		
Neither agree nor disagree	201	98	201	201	-	29	99	100	101	105	76	143	53	5
	24%	22%	24%	24%	-%	20%	20%	20%	29%	21%	29%	23%	30%	13%
									bc		a			
Disagree	155	64	155	155	-	18	61	61	94	72	71	84	57	13
	18%	15%	18%	18%	-%	12%	12%	12%	27%	14%	27%	13%	32%	38%
									abc		a		a	a
Don't know	34	30	34	34	-	3	8	10	24	3	23	24	7	4
	4%	7%	4%	4%	-%	2%	2%	2%	7%	1%	9%	4%	4%	10%
		bc							abc		a			

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	875	610	172	93	661	203	194	619
Effective Weighted Sample	694	485	134	75	513	172	160	483
Total	851	594	162	96	624	212	196	596
Agree	461	380	49	32	332	123	107	319
	54%	64%	30%	34%	53%	58%	55%	54%
		bc						
Neither agree nor disagree	201	131	40	30	150	47	47	140
	24%	22%	25%	31%	24%	22%	24%	23%
Disagree	155	65	61	28	124	27	38	110
	18%	11%	38%	29%	20%	13%	19%	18%
			a	a	b			
Don't know	34	17	11	6	18	15	5	27
	4%	3%	7%	6%	3%	7%	2%	5%
			a			a		

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	875	318	353	204	426	449	156	162	175	178	95	109	75	562	238
Effective Weighted Sample	694	256	276	165	341	355	127	129	139	139	77	88	60	443	194
Total	851	319	312	220	438	414	161	158	166	146	111	109	68	525	258
Agree	632	239	239	154	332	300	121	118	130	109	80	73	55	395	182
	74%	75%	77%	70%	76%	73%	76%	75%	78%	75%	73%	67%	81%	75%	71%
Neither agree nor disagree	173	65	58	50	80	92	30	35	28	30	22	27	11	105	57
	20%	20%	19%	23%	18%	22%	19%	22%	17%	21%	20%	25%	16%	20%	22%
Disagree	34	9	12	13	18	16	6	3	5	7	6	6	2	17	15
	4%	3%	4%	6%	4%	4%	4%	2%	3%	4%	6%	6%	3%	3%	6%
Don't know	13	6	3	4	8	5	3	2	3	*	1	3	-	8	5
	2%	2%	1%	2%	2%	1%	2%	2%	2%	*%	1%	2%	-%	2%	2%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 83

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	875	587	108	112	68	365	160	191	158	875	239	639	111	875	-
Effective Weighted Sample	694	536	104	111	64	298	131	157	133	694	189	508	89	694	-
Total	851	727	58	38	28	344	210	140	156	851	230	623	109	851	-
Agree	632	537	41	31	23	272	143	100	117	632	182	484	92	632	-
	74%	74%	71%	80%	82%	79%	68%	71%	75%	74%	79%	78%	84%	74%	-%
						b							ae		
Neither agree nor disagree	173	151	13	6	3	55	53	32	32	173	39	111	12	173	-
	20%	21%	22%	15%	12%	16%	25%	23%	20%	20%	17%	18%	11%	20%	-%
						a				d			d		
Disagree	34	29	3	1	1	14	10	5	4	34	8	25	2	34	-
	4%	4%	5%	3%	4%	4%	5%	4%	3%	4%	3%	4%	2%	4%	-%
Don't know	13	11	1	1	*	3	4	3	3	13	2	3	3	13	-
	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	-%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 83

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29C. Do you agree or disagree with each of these things about CBBC and your child? "CBBC programmes teach them about the world." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	875	445	875	875	-	161	513	520	355	528	266	657	178	40
Effective Weighted Sample	694	354	694	694	-	129	408	413	282	419	211	523	139	33
Total	851	437	851	851	-	150	493	497	354	510	266	637	179	35
Agree	632	330	632	632	-	126	393	395	237	405	174	519	94	18
	74%	76%	74%	74%	-%	84%	80%	79%	67%	79%	65%	82%	53%	52%
						d	d	d		b		bc		
Neither agree nor disagree	173	80	173	173	-	19	75	76	96	81	72	97	69	6
	20%	18%	20%	20%	-%	12%	15%	15%	27%	16%	27%	15%	39%	18%
									abc		a		ac	
Disagree	34	18	34	34	-	4	20	20	14	22	9	14	11	8
	4%	4%	4%	4%	-%	3%	4%	4%	4%	4%	4%	2%	6%	24%
												a	a	ab
Don't know	13	9	13	13	-	1	5	6	7	2	10	6	4	2
	2%	2%	2%	2%	-%	1%	1%	1%	2%	*%	4%	1%	2%	6%
											a			a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	875	610	172	93	661	203	194	619
Effective Weighted Sample	694	485	134	75	513	172	160	483
Total	851	594	162	96	624	212	196	596
Agree	632	486	80	65	461	163	148	441
	74%	82%	50%	68%	74%	77%	75%	74%
		bc		b				
Neither agree nor disagree	173	87	61	25	132	37	41	120
	20%	15%	38%	26%	21%	17%	21%	20%
			a	a				
Disagree	34	16	14	3	23	8	6	26
	4%	3%	9%	4%	4%	4%	3%	4%
			a					
Don't know	13	5	6	2	9	4	2	9
	2%	1%	4%	2%	1%	2%	1%	1%
			a					

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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'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	875	318	353	204	426	449	156	162	175	178	95	109	75	562	238
Effective Weighted Sample	694	256	276	165	341	355	127	129	139	139	77	88	60	443	194
Total	851	319	312	220	438	414	161	158	166	146	111	109	68	525	258
Agree	650	236	248	167	327	323	115	121	130	118	82	85	54	404	193
	76%	74%	79%	76%	75%	78%	72%	76%	78%	81%	74%	77%	79%	77%	75%
Neither agree nor disagree	151	63	49	40	80	72	31	32	27	22	22	18	11	91	49
	18%	20%	16%	18%	18%	17%	19%	20%	16%	15%	20%	16%	16%	17%	19%
Disagree	33	11	11	10	20	12	9	2	6	5	5	5	1	20	12
	4%	4%	4%	5%	5%	3%	6%	1%	4%	3%	5%	5%	1%	4%	5%
Don't know	16	9	5	3	10	6	6	3	3	2	1	2	3	11	3
	2%	3%	2%	1%	2%	2%	4%	2%	2%	1%	1%	2%	4%	2%	1%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 84

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	875	587	108	112	68	365	160	191	158	875	239	639	111	875	-
Effective Weighted Sample	694	536	104	111	64	298	131	157	133	694	189	508	89	694	-
Total	851	727	58	38	28	344	210	140	156	851	230	623	109	851	-
Agree	650	549	48	30	24	282	145	105	119	650	187	486	89	650	-
	76%	76%	83%	77%	86%	82%	69%	75%	76%	76%	81%	78%	81%	76%	-%
						b									
Neither agree nor disagree	151	135	7	7	3	50	45	27	30	151	41	114	18	151	-
	18%	19%	11%	18%	11%	14%	21%	19%	20%	18%	18%	18%	17%	18%	-%
Disagree	33	28	2	2	1	7	13	7	6	33	2	14	*	33	-
	4%	4%	4%	4%	3%	2%	6%	5%	4%	4%	1%	2%	*%	4%	-%
						a				b				b	
Don't know	16	15	1	*	-	5	8	2	1	16	*	9	1	16	-
	2%	2%	2%	1%	-%	2%	4%	2%	*%	2%	*%	1%	1%	2%	-%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 84

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	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	875	445	875	875	-	161	513	520	355	528	266	657	178	40
Effective Weighted Sample	694	354	694	694	-	129	408	413	282	419	211	523	139	33
Total	851	437	851	851	-	150	493	497	354	510	266	637	179	35
Agree	650	332	650	650	-	122	390	393	257	410	186	523	107	20
	76%	76%	76%	76%	~%	81%	79%	79%	73%	80%	70%	82%	60%	57%
Neither agree nor disagree	151	79	151	151	-	21	84	84	67	81	54	96	51	4
	18%	18%	18%	18%	~%	14%	17%	17%	19%	16%	20%	15%	29%	12%
Disagree	33	16	33	33	-	2	10	10	22	18	14	12	10	11
	4%	4%	4%	4%	~%	1%	2%	2%	6%	3%	5%	2%	5%	31%
									abc				a	ab
Don't know	16	10	16	16	-	5	9	10	7	2	12	6	11	-
	2%	2%	2%	2%	~%	3%	2%	2%	2%	*%	4%	1%	6%	~%
											a		a	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	875	610	172	93	661	203	194	619
Effective Weighted Sample	694	485	134	75	513	172	160	483
Total	851	594	162	96	624	212	196	596
Agree	650	493	96	61	482	162	154	453
	76%	83%	60%	64%	77%	76%	78%	76%
		bc						
Neither agree nor disagree	151	87	37	28	112	34	36	102
	18%	15%	23%	30%	18%	16%	18%	17%
			a	a				
Disagree	33	7	23	2	21	8	7	26
	4%	1%	14%	2%	3%	4%	3%	4%
			ac					
Don't know	16	7	6	4	9	8	-	15
	2%	1%	4%	4%	1%	4%	-%	3%
								a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	875	318	353	204	426	449	156	162	175	178	95	109	75	562	238
Effective Weighted Sample	694	256	276	165	341	355	127	129	139	139	77	88	60	443	194
Total	851	319	312	220	438	414	161	158	166	146	111	109	68	525	258
Agree	369	127	139	104	188	181	63	64	73	66	52	52	27	220	122
	43%	40%	44%	47%	43%	44%	39%	40%	44%	45%	47%	47%	39%	42%	47%
Neither agree nor disagree	211	90	75	46	122	89	52	38	42	34	28	18	16	142	53
	25%	28%	24%	21%	28%	22%	33%	24%	25%	23%	25%	16%	23%	27%	21%
							f								
Disagree	255	94	96	64	119	137	41	53	51	46	27	38	24	155	76
	30%	30%	31%	29%	27%	33%	26%	33%	30%	31%	24%	35%	35%	30%	30%
Don't know	16	7	2	6	9	7	3	4	1	1	4	2	1	8	6
	2%	2%	1%	3%	2%	2%	2%	2%	1%	1%	4%	2%	2%	2%	3%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	875	587	108	112	68	365	160	191	158	875	239	639	111	875	-
Effective Weighted Sample	694	536	104	111	64	298	131	157	133	694	189	508	89	694	-
Total	851	727	58	38	28	344	210	140	156	851	230	623	109	851	-
Agree	369	319	21	18	12	171	72	57	69	369	103	278	47	369	-
	43%	44%	36%	46%	42%	50%	34%	40%	44%	43%	45%	45%	43%	43%	-%
						b									
Neither agree nor disagree	211	179	12	11	8	62	71	36	42	211	61	139	20	211	-
	25%	25%	22%	29%	30%	18%	34%	26%	27%	25%	27%	22%	19%	25%	-%
						a			a						
Disagree	255	215	23	10	8	105	63	47	40	255	64	194	38	255	-
	30%	30%	39%	25%	27%	31%	30%	33%	26%	30%	28%	31%	34%	30%	-%
			c												
Don't know	16	14	2	-	*	6	5	1	4	16	2	11	4	16	-
	2%	2%	3%	-%	1%	2%	2%	1%	3%	2%	1%	2%	4%	2%	-%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 85

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q29E. Do you agree or disagree with each of these things about CBBC and your child? "CBBC is sometimes boring." (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : Those whose child watches CBBC at least weekly

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	875	445	875	875	-	161	513	520	355	528	266	657	178	40
Effective Weighted Sample	694	354	694	694	-	129	408	413	282	419	211	523	139	33
Total	851	437	851	851	-	150	493	497	354	510	266	637	179	35
Agree	369	165	369	369	-	76	226	228	141	234	106	258	92	19
	43%	38%	43%	43%	-%	50%	46%	46%	40%	46%	40%	41%	51%	55%
						d						a		
Neither agree nor disagree	211	100	211	211	-	22	106	107	104	115	76	156	49	6
	25%	23%	25%	25%	-%	15%	22%	21%	29%	23%	28%	25%	27%	17%
									abc					
Disagree	255	158	255	255	-	48	154	155	100	157	75	215	33	8
	30%	36%	30%	30%	-%	32%	31%	31%	28%	31%	28%	34%	18%	23%
		bc										b		
Don't know	16	14	16	16	-	4	7	8	8	5	9	8	6	2
	2%	3%	2%	2%	-%	3%	1%	2%	2%	1%	3%	1%	4%	5%
											a			

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	875	610	172	93	661	203	194	619
Effective Weighted Sample	694	485	134	75	513	172	160	483
Total	851	594	162	96	624	212	196	596
Agree	369	253	82	34	274	86	101	235
	43%	43%	51%	36%	44%	41%	51%	39%
Neither agree nor disagree			c				b	
	211	142	42	27	159	52	44	155
	25%	24%	26%	28%	26%	24%	23%	26%
Disagree	255	192	31	32	184	66	49	195
	30%	32%	19%	34%	30%	31%	25%	33%
Don't know		b		b				
	16	7	7	2	7	8	3	11
	2%	1%	4%	2%	1%	4%	1%	2%
			a			a		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 86

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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'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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
1 - Dislike a lot	240	98	70	72	116	124	43	54	38	32	35	37	28	130	81
	5%	6%	5%	4%	5%	6%	5%	7%	5%	5%	4%	5%	7%	6%	4%
		c						e							
2	239	99	55	85	125	114	45	54	30	25	50	35	29	121	90
	5%	6%	4%	5%	5%	5%	5%	7%	4%	4%	6%	4%	7%	5%	5%
		b						cdf							
3 - Neutral	1494	463	466	565	787	706	257	206	241	225	290	276	116	741	637
	32%	29%	34%	34%	33%	32%	31%	27%	35%	34%	34%	34%	28%	32%	35%
		a		a					b	b	b	b			a
4	1928	676	554	699	976	953	346	330	268	286	361	337	174	989	766
	42%	42%	41%	42%	41%	43%	42%	43%	38%	43%	42%	42%	42%	42%	41%
5 - Like a lot	706	256	211	239	362	344	125	131	119	92	117	122	66	368	272
	15%	16%	16%	14%	15%	15%	15%	17%	17%	14%	14%	15%	16%	16%	15%
TOTAL DISLIKE THE BBC	479	196	125	157	241	238	88	109	69	57	85	72	57	251	171
	10%	12%	9%	9%	10%	11%	11%	14%	10%	9%	10%	9%	14%	11%	9%
		bc						cdef					c		
TOTAL LIKE THE BBC	2634	932	765	938	1337	1297	472	460	387	378	479	459	239	1357	1037
	57%	59%	56%	56%	57%	58%	58%	59%	56%	57%	56%	57%	58%	58%	56%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 86

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
1 - Dislike a lot	240	197	26	10	7	45	49	55	91	56	6	29	-	69	171
	5%	5%	8%	5%	5%	3%	4%	6%	9%	2%	1%	1%	-%	2%	12%
			ac					ab	abc	bcd				d	abcde
2	239	199	19	12	9	47	60	58	74	57	6	58	2	94	145
	5%	5%	6%	6%	6%	3%	5%	7%	7%	2%	1%	3%	1%	3%	10%
							a	a	ab	b		b		b	abcde
3 - Neutral	1494	1266	113	70	45	359	427	305	403	550	124	456	27	770	724
	32%	32%	33%	34%	31%	26%	33%	34%	39%	22%	17%	21%	12%	24%	51%
							a	a	abc	bd		bd		bcd	abcde
4	1928	1648	136	83	62	623	597	357	351	1306	369	1087	110	1632	296
	42%	42%	39%	40%	43%	46%	45%	40%	34%	53%	52%	51%	47%	51%	21%
						cd	cd	d		f	f	f	f	f	
5 - Like a lot	706	600	52	33	21	289	181	119	117	515	203	507	96	633	73
	15%	15%	15%	16%	15%	21%	14%	13%	11%	21%	29%	24%	41%	20%	5%
						bcd				f	acef	aef	abcef	f	
TOTAL DISLIKE THE BBC	479	397	45	22	15	92	108	113	165	113	13	87	2	163	316
	10%	10%	13%	10%	11%	7%	8%	13%	16%	5%	2%	4%	1%	5%	22%
			a					ab	abc	bd		bd		bd	abcde
TOTAL LIKE THE BBC	2634	2248	188	116	83	912	778	476	469	1821	573	1594	206	2265	369
	57%	57%	54%	56%	58%	67%	59%	53%	45%	73%	81%	75%	87%	71%	26%
						bcd	cd	d		f	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 86

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
1 - Dislike a lot	240 5%	33 3%	15 2%	40 3%	200 7% abc	3 1%	22 1%	23 2%	217 7% abc	37 2%	170 8% a	- -%	- -%	240 50% ab
2	239 5%	32 3%	20 2%	43 3%	196 6% abc	7 2%	25 2%	27 2%	213 7% abc	49 2%	153 7% a	- -%	- -%	239 50% ab
3 - Neutral	1494 32%	250 22%	179 21%	344 22%	1150 38% abc	68 18%	267 18%	279 19%	1214 39% abc	450 22%	871 42% a	- -%	1494 100% ac	- -%
4	1928 42%	573 50% d	422 50% d	787 51% d	1141 37%	188 49% d	762 52% d	779 52% d	1149 37%	1019 51% b	721 34%	1928 73% bc	- -%	- -%
5 - Like a lot	706 15%	255 22% d	215 25% d	345 22% d	361 12%	115 30% d	390 27% d	391 26% d	315 10%	462 23% b	176 8%	706 27% bc	- -%	- -%
TOTAL DISLIKE THE BBC	479 10%	66 6%	35 4%	83 5%	396 13% abc	10 3%	47 3%	49 3%	430 14% abc	86 4%	323 15% a	- -%	- -%	479 100% ab
TOTAL LIKE THE BBC	2634 57%	829 72% d	637 75% d	1132 73% d	1502 49%	303 79% d	1153 79% d	1170 78% d	1464 47%	1480 73% b	897 43%	2634 100% bc	- -%	- -%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
1 - Dislike a lot	240	7	222	11	194	39	54	174
	5%	*%	13%	1%	5%	4%	5%	5%
			ac	a				
2	239	7	212	20	180	56	50	165
	5%	*%	13%	3%	5%	6%	5%	5%
			ac	a				
3 - Neutral	1494	280	880	333	1231	248	336	1072
	32%	13%	53%	45%	34%	26%	34%	32%
			ac	a	b			
4	1928	1300	300	329	1494	417	404	1415
	42%	59%	18%	45%	41%	44%	40%	43%
		bc		b				
5 - Like a lot	706	625	40	41	502	195	157	499
	15%	28%	2%	6%	14%	20%	16%	15%
		bc		b		a		
TOTAL DISLIKE THE BBC	479	14	434	30	374	95	104	340
	10%	1%	26%	4%	10%	10%	10%	10%
			ac	a				
TOTAL LIKE THE BBC	2634	1925	339	370	1996	612	561	1914
	57%	87%	21%	50%	55%	64%	56%	58%
		bc		b		a		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 87

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	~b	~c	a	b	a	b	~c	~d	~e	~f	a	b	~c
Unweighted total	1557	1557	-	-	780	777	780	777	-	-	-	-	450	1107	-
Effective Weighted Sample	1261	1261	-	-	631	631	631	631	-	-	-	-	360	905	-
Total	1591	1591	-	-	816	775	816	775	-	-	-	-	412	1179	-
1 - Dislike a lot	82	82	-	-	30	52	30	52	-	-	-	-	26	55	-
	5%	5%	-%	-%	4%	7%	4%	7%	-%	-%	-%	-%	6%	5%	-%
						a		a							
2	73	73	-	-	31	41	31	41	-	-	-	-	21	52	-
	5%	5%	-%	-%	4%	5%	4%	5%	-%	-%	-%	-%	5%	4%	-%
3 - Neutral	396	396	-	-	211	185	211	185	-	-	-	-	90	306	-
	25%	25%	-%	-%	26%	24%	26%	24%	-%	-%	-%	-%	22%	26%	-%
4	666	666	-	-	349	317	349	317	-	-	-	-	169	497	-
	42%	42%	-%	-%	43%	41%	43%	41%	-%	-%	-%	-%	41%	42%	-%
5 - Like a lot	374	374	-	-	196	179	196	179	-	-	-	-	106	269	-
	24%	24%	-%	-%	24%	23%	24%	23%	-%	-%	-%	-%	26%	23%	-%
TOTAL DISLIKE THE BBC	154	154	-	-	61	94	61	94	-	-	-	-	47	107	-
	10%	10%	-%	-%	7%	12%	7%	12%	-%	-%	-%	-%	11%	9%	-%
						a		a							
TOTAL LIKE THE BBC	1041	1041	-	-	545	496	545	496	-	-	-	-	275	766	-
	65%	65%	-%	-%	67%	64%	67%	64%	-%	-%	-%	-%	67%	65%	-%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 87

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	1557	1029	226	199	103	486	360	359	344	960	192	644	57	1103	454
Effective Weighted Sample	1261	965	219	198	98	390	304	302	289	780	153	527	47	900	362
Total	1591	1351	124	70	47	467	452	302	370	983	195	658	61	1141	450
1 - Dislike a lot	82 5%	65 5%	13 10% acd	3 4%	1 2%	9 2%	22 5% a	20 7% a	31 8% a	20 2% c	2 1%	3 *%	- -%	22 2% c	60 13% abcde
2	73 5%	62 5%	3 3%	3 5%	3 7% b	11 2%	18 4%	18 6% a	26 7% a	30 3% b	- -%	18 3% b	1 1%	35 3% b	38 8% abce
3 - Neutral	396 25%	336 25%	32 26%	20 29%	9 19%	111 24%	100 22%	78 26%	107 29%	186 19%	24 13%	110 17%	7 12%	220 19% b	176 39% abcde
4	666 42%	563 42%	53 43%	29 42%	21 46%	204 44%	190 42%	123 41%	149 40%	462 47% df	98 50% df	301 46% f	19 32%	534 47% df	133 29%
5 - Like a lot	374 24%	325 24%	23 19%	14 21%	12 26%	131 28% cd	123 27% d	63 21%	58 16%	285 29% f	70 36% f	226 34% aef	33 55% abcef	330 29% f	44 10%
TOTAL DISLIKE THE BBC	154 10%	128 9%	16 13%	6 9%	4 9%	20 4%	40 9% a	38 13% a	56 15% ab	49 5% b	2 1%	21 3%	1 1%	57 5% b	97 22% abcde
TOTAL LIKE THE BBC	1041 65%	887 66%	76 61%	44 62%	34 72%	335 72% cd	313 69% cd	186 61%	207 56%	747 76% f	169 86% aef	528 80% f	53 87% f	864 76% f	177 39%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 87

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	1557	676	318	780	777	79	418	422	1135	384	778	895	470	192
Effective Weighted Sample	1261	551	256	635	627	64	339	342	920	313	631	728	375	158
Total	1591	687	319	789	802	78	425	428	1163	397	816	932	463	196
1 - Dislike a lot	82 5%	14 2%	3 1%	15 2%	67 8% abc	1 1%	3 1%	3 1%	79 7% bc	1 *%	57 7% a	- -%	4 1% a	78 40% ab
2	73 5%	21 3%	6 2%	24 3%	48 6% abc	- -%	4 1%	4 1%	69 6% abc	3 1%	50 6% a	2 *%	15 3% a	55 28% ab
3 - Neutral	396 25%	128 19%	59 19%	151 19%	245 31% abc	14 18%	70 16%	71 17%	325 28% bc	60 15%	242 30% a	86 9%	255 55% ac	54 28% a
4	666 42%	323 47% d	149 47% d	369 47% d	297 37%	33 42%	190 45%	191 45%	475 41%	182 46%	331 41%	492 53% bc	169 36% c	6 3%
5 - Like a lot	374 24%	202 29% d	102 32% d	230 29% d	145 18%	30 39% d	159 37% d	159 37% d	216 19%	151 38% b	136 17%	352 38% bc	20 4%	3 2%
TOTAL DISLIKE THE BBC	154 10%	35 5%	9 3%	39 5%	115 14% abc	1 1%	6 2%	6 2%	148 13% abc	4 1%	107 13% a	2 *%	19 4% a	133 68% ab
TOTAL LIKE THE BBC	1041 65%	525 76% d	250 79% d	599 76% d	441 55%	63 81% d	348 82% d	350 82% d	691 59%	333 84% b	467 57%	843 90% bc	189 41% c	9 5%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	721	596	240	1195	350	321	1139
Effective Weighted Sample	1261	588	479	195	953	299	258	922
Total	1591	744	595	252	1190	388	327	1160
1 - Dislike a lot	82 5%	1 *%	79 13% ac	2 1%	66 6%	15 4%	14 4%	61 5%
2	73 5%	4 *%	64 11% ac	5 2%	52 4%	19 5%	10 3%	56 5%
3 - Neutral	396 25%	71 10%	260 44% ac	64 26% a	299 25%	91 23%	61 19%	302 26% a
4	666 42%	378 51% b	153 26%	135 54% b	516 43%	148 38%	153 47%	478 41%
5 - Like a lot	374 24%	291 39% bc	38 6%	46 18% b	257 22%	115 30% a	90 27%	264 23%
TOTAL DISLIKE THE BBC	154 10%	4 1%	143 24% ac	7 3% a	118 10%	34 9%	24 7%	117 10%
TOTAL LIKE THE BBC	1041 65%	668 90% bc	191 32%	181 72% b	773 65%	263 68%	242 74% b	742 64%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 88

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
SUMMARY OF POSITIVE MENTIONS															
Good/ awesome/ unique/ interesting	968 21%	370 23% b	259 19%	338 20%	520 22%	448 20%	200 24% df	171 22%	141 20%	118 18%	179 21%	159 20%	94 23%	511 22%	363 20%
Good programmes/ good variety	705 15%	199 13%	220 16% a	285 17% a	354 15%	351 16%	105 13%	94 12%	106 15%	114 17% ab	143 17% b	142 18% ab	64 16%	318 14%	323 17% b
Educational/ informative	681 15%	472 30% bc	93 7%	116 7%	340 14%	341 15%	242 30% cdef	230 30% cdef	40 6%	53 8%	58 7%	58 7%	116 28% bc	441 19% c	124 7%
It's OK	376 8%	51 3%	120 9% a	205 12% ab	196 8%	180 8%	25 3%	26 3%	63 9% ab	56 9% ab	108 13% abcd	97 12% abd	12 3%	133 6% a	231 12% ab
Any positive mention of specific programmes/ categories	355 8%	112 7%	133 10% ac	110 7%	168 7%	187 8%	58 7%	54 7%	60 9%	72 11% abef	49 6%	61 8%	38 9%	182 8%	136 7%
I like/ love it	163 4%	46 3%	62 5% a	56 3%	80 3%	83 4%	23 3%	23 3%	28 4%	34 5% a	29 3%	27 3%	15 4%	88 4%	61 3%
Cool/ fun	159 3%	57 4% c	67 5% c	35 2%	93 4%	66 3%	34 4% ef	23 3%	41 6% bef	26 4% f	18 2%	16 2%	18 4% c	97 4% c	43 2%
Family-friendly/ child-friendly/ age appropriate	82 2%	62 4% bc	11 1%	8 *%	46 2%	36 2%	33 4% cdef	29 4% cdef	8 1%	3 *%	4 *%	4 *%	9 2% c	65 3% c	8 *%
Reliable/ trustworthy	71 2%	35 2% b	12 1%	23 1%	41 2%	30 1%	18 2% cf	17 2% f	6 1%	6 1%	17 2%	7 1%	6 1%	40 2%	25 1%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 88

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
No adverts	34	8	7	19	18	16	5	3	5	2	9	10	1	14	19
	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%
SUMMARY OF NEGATIVE MENTIONS															
Old fashioned/ outdated/ boring/ serious	285	39	108	138	154	131	18	21	59	49	76	62	7	119	158
	6%	2%	8%	8%	6%	6%	2%	3%	8%	7%	9%	8%	2%	5%	9%
			a	a					ab	ab	ab	ab		a	ab
Don't like it/ not interested/ not for me	206	84	48	74	101	105	33	50	25	23	42	32	24	96	85
	4%	5%	4%	4%	4%	5%	4%	6%	4%	4%	5%	4%	6%	4%	5%
		b						cdf							
Aimed at older age groups/ grown ups	159	84	30	45	74	85	35	49	20	11	19	26	28	82	49
	3%	5%	2%	3%	3%	4%	4%	6%	3%	2%	2%	3%	7%	3%	3%
		bc					de	cdef					bc		
Not much to watch/ not enough variety/ repetitive	93	34	22	37	46	46	17	17	9	13	20	16	13	41	38
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%
Rip-off/ over-priced/ licence fee	62	10	19	33	29	33	5	5	10	9	14	18	1	25	35
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	0%	1%	2%
				a								ab			ab
Prefer other services/ channels	58	22	14	22	27	31	9	14	10	5	9	13	3	31	24
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
Biased - regionally/ politically/ racially/ culturally	32	4	4	24	17	15	-	4	2	2	15	9	1	7	24
	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	2%	1%	0%	0%	1%
				ab							abcd	a			b

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
NEITHER POSITIVE NOR NEGATIVE															
Don't know/ no opinion/ don't watch enough to comment	767	238	280	248	397	369	128	110	143	137	126	122	57	424	285
	17%	15%	21% ac	15%	17%	16%	16%	14%	21% abef	21% abef	15%	15%	14%	18% c	15%
Other	159	36	41	82	92	67	24	12	23	18	44	38	6	66	88
	3%	2%	3%	5% ab	4%	3%	3%	2%	3% b	3%	5% abd	5% b	1%	3%	5% ab
ANY POSITIVE MENTIONS	3023	1094	862	1067	1550	1473	570	524	438	424	542	525	283	1558	1183
	66%	69% bc	64%	64%	66%	66%	70% cde	68%	63%	64%	64%	65%	69%	66%	64%
ANY NEGATIVE MENTIONS	841	265	228	348	420	421	116	149	125	103	179	169	76	377	387
	18%	17%	17%	21% ab	18%	19%	14%	19% a	18%	16%	21% ad	21% ad	18%	16%	21% b
NO OPINION	767	238	280	248	397	369	128	110	143	137	126	122	57	424	285
	17%	15%	21% ac	15%	17%	16%	16%	14%	21% abef	21% abef	15%	15%	14%	18% c	15%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 88

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
SUMMARY OF POSITIVE MENTIONS															
Good/ awesome/ unique/ interesting	968	830	67	39	32	350	268	170	180	634	204	639	89	816	152
	21%	21%	19%	19%	22%	26% bcd	20%	19%	17%	26% f	29% f	30% aef	38% abcef	26% f	11%
Good programmes/ good variety	705	587	55	40	23	191	212	145	156	515	144	364	29	607	98
	15%	15%	16%	19% a	16%	14%	16%	16%	15%	21% cdf	20% df	17% f	12% f	19% df	7%
Educational/ informative	681	578	52	32	19	216	222	114	129	446	118	370	40	556	125
	15%	15%	15%	15%	13%	16% cd	17% cd	13%	12%	18% f	17% f	17% f	17% f	17% f	9%
It's OK	376	323	26	17	10	82	125	83	85	169	39	151	13	245	131
	8%	8%	8%	8%	7%	6% a	10% a	9% a	8%	7%	6%	7%	5%	8%	9% abc
Any positive mention of specific programmes/ categories	355	305	25	17	8	99	133	65	57	247	70	161	16	301	54
	8%	8%	7%	8%	6%	7% acd	10% acd	7%	6%	10% cf	10% f	8% f	7%	9% cf	4%
I like/ love it	163	140	11	7	6	66	56	25	17	118	34	110	25	138	26
	4%	4%	3%	3%	4%	5% cd	4% d	3%	2%	5% f	5% f	5% f	10% abcef	4% f	2%
Cool/ fun	159	135	12	7	4	59	51	29	20	124	32	108	13	147	12
	3%	3%	4%	4%	3%	4% d	4% d	3%	2%	5% f	4% f	5% f	6% f	5% f	1%
Family-friendly/ child-friendly/ age appropriate	82	68	5	5	4	34	20	15	13	58	8	44	1	66	16
	2%	2%	2%	2%	3%	3% d	2%	2%	1%	2% f	1%	2%	*% f	2% f	1%
Reliable/ trustworthy	71	60	4	5	2	31	22	8	9	49	17	48	10	58	12
	2%	2%	1%	2%	1%	2% cd	2%	1%	1%	2% f	2% f	2% f	4% aef	2% f	1%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 88

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d	TV a	RADIO b	APPS c	SOUNDS d	ANY e	NONE f
Significance Level: 95%															
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
No adverts	34	29	2	2	1	9	16	4	5	23	8	16	1	31	4
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	*%
										f	f			f	
SUMMARY OF NEGATIVE MENTIONS															
Old fashioned/ outdated/ boring/ serious	285	240	23	12	10	76	76	54	79	120	32	100	6	166	119
	6%	6%	7%	6%	7%	6%	6%	6%	8%	5%	5%	5%	2%	5%	8%
															abcde
Don't like it/ not interested/ not for me	206	177	14	9	5	48	49	50	59	74	8	62	2	101	105
	4%	5%	4%	4%	3%	3%	4%	6%	6%	3%	1%	3%	1%	3%	7%
								a	a	b		b		b	abcde
Aimed at older age groups/ grown ups	159	132	18	5	4	42	53	30	34	72	13	50	2	90	69
	3%	3%	5%	3%	3%	3%	4%	3%	3%	3%	2%	2%	1%	3%	5%
			ac												abcde
Not much to watch/ not enough variety/ repetitive	93	77	8	4	3	20	27	21	24	49	12	29	1	61	31
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%
Rip-off/ over-priced/ licence fee	62	53	3	3	2	21	11	14	15	26	7	18	3	33	29
	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%
															ace
Prefer other services/ channels	58	50	5	2	1	23	12	11	12	30	4	18	-	38	21
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-%	1%	1%
Biased - regionally/ politically/ racially/ culturally	32	27	3	*	1	12	9	5	6	15	3	15	2	17	15
	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

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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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
NEITHER POSITIVE NOR NEGATIVE															
Don't know/ no opinion/ don't watch enough to comment	767	636	64	39	27	168	189	176	234	183	68	178	23	280	486
	17%	16%	19%	19%	19%	12%	14%	20% ab	23% ab	7%	10%	8%	10%	9%	35% abcde
Other	159	138	13	4	4	69	40	23	27	81	32	89	12	113	46
	3%	4%	4%	2%	3%	5% bcd	3%	3%	3%	3%	4%	4%	5%	4%	3%
ANY POSITIVE MENTIONS	3023	2581	212	139	91	960	924	556	582	1959	565	1671	193	2462	561
	66%	66% b	61%	67% b	64%	70% cd	70% cd	62% d	56%	79% f	80% f	78% f	82% f	77% f	40%
ANY NEGATIVE MENTIONS	841	716	67	33	25	228	224	174	214	364	75	280	16	479	362
	18%	18%	19%	16%	17%	17%	17%	19%	21% a	15% bd	11%	13% d	7%	15% bd	26% abcde
NO OPINION	767	636	64	39	27	168	189	176	234	183	68	178	23	280	486
	17%	16%	19%	19%	19%	12%	14%	20% ab	23% ab	7%	10%	8%	10%	9%	35% abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 88

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
SUMMARY OF POSITIVE MENTIONS														
Good/ awesome/ unique/ interesting	968	306	242	419	549	112	497	501	467	572	297	823	139	7
	21%	27%	28%	27%	18%	30%	34%	33%	15%	28%	14%	31%	9%	1%
		d	d	d		d	d	d		b		bc	c	
Good programmes/ good variety	705	204	175	294	411	64	208	212	493	336	296	603	101	1
	15%	18%	21%	19%	13%	17%	14%	14%	16%	17%	14%	23%	7%	1%
		d	d	d						b		bc	c	%
Educational/ informative	681	295	152	343	338	56	249	253	428	290	296	533	135	13
	15%	26%	18%	22%	11%	15%	17%	17%	14%	14%	14%	20%	9%	3%
		bcd	d	bd			d	d				bc	c	
It's OK	376	48	49	76	300	28	95	98	278	173	177	142	230	4
	8%	4%	6%	5%	10%	7%	6%	7%	9%	9%	8%	5%	15%	1%
					abc				bc			c	ac	
Any positive mention of specific programmes/ categories	355	98	61	126	229	31	93	96	259	133	176	254	91	9
	8%	9%	7%	8%	8%	8%	6%	6%	8%	7%	8%	10%	6%	2%
									bc			bc	c	
I like/ love it	163	58	55	86	78	25	84	86	77	104	42	139	24	*
	4%	5%	6%	5%	3%	6%	6%	6%	2%	5%	2%	5%	2%	%
		d	d	d		d	d	d		b		bc	c	
Cool/ fun	159	76	61	105	54	26	87	88	71	93	46	134	25	-
	3%	7%	7%	7%	2%	7%	6%	6%	2%	5%	2%	5%	2%	-%
		d	d	d		d	d	d		b		bc	c	
Family-friendly/ child-friendly/ age appropriate	82	37	20	41	41	4	25	25	57	37	33	61	19	2
	2%	3%	2%	3%	1%	1%	2%	2%	2%	2%	2%	2%	1%	%
		d		d								bc		

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 88

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Reliable/ trustworthy	71 2%	21 2%	13 2%	28 2%	43 1%	6 2%	30 2%	30 2%	40 1%	37 2%	24 1%	65 2% bc	5 *%	- -%
No adverts	34 1%	8 1%	7 1%	12 1%	22 1%	3 1%	4 *%	4 *%	30 1% bc	18 1%	15 1%	25 1%	7 1%	2 *%
SUMMARY OF NEGATIVE MENTIONS														
Old fashioned/ outdated/ boring/ serious	285 6%	42 4%	54 6% a	79 5%	205 7% ac	10 3%	52 4%	53 4%	231 7% abc	120 6%	152 7%	46 2%	153 10% a	85 18% ab
Don't like it/ not interested/ not for me	206 4%	35 3%	28 3%	49 3%	156 5% abc	13 3%	42 3%	43 3%	163 5% bc	57 3%	128 6% a	25 1%	90 6% a	91 19% ab
Aimed at older age groups/ grown ups	159 3%	42 4%	34 4%	59 4%	101 3%	12 3%	28 2%	28 2%	132 4% bc	42 2%	88 4% a	37 1%	80 5% a	42 9% ab
Not much to watch/ not enough variety/ repetitive	93 2%	20 2%	20 2%	34 2%	58 2%	8 2%	16 1%	17 1%	76 2% bc	32 2%	46 2%	19 1%	47 3% a	27 6% ab
Rip-off/ over-priced/ licence fee	62 1%	3 *%	9 1% a	11 1%	51 2% ac	2 1%	14 1%	14 1%	48 2%	27 1%	31 2%	12 *%	25 2% a	24 5% ab
Prefer other services/ channels	58 1%	14 1%	11 1%	18 1%	40 1%	4 1%	12 1%	12 1%	46 1%	13 1%	40 2% a	13 1%	36 2% a	9 2% a

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 88

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	d	a	b	c	d	a	b	a	b	c
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Biased - regionally/ politically/ racially/ culturally	32	3	2	5	27	4	12	14	18	15	16	8	8	15
	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	3%
					c									ab
NEITHER POSITIVE NOR NEGATIVE														
Don't know/ no opinion/ don't watch enough to comment	767	92	48	120	647	33	123	132	635	200	472	153	454	159
	17%	8%	6%	8%	21%	9%	8%	9%	20%	10%	23%	6%	30%	33%
					abc				abc		a		a	a
Other	159	33	30	51	108	14	62	64	95	89	60	85	37	37
	3%	3%	4%	3%	4%	4%	4%	4%	3%	4%	3%	3%	2%	8%
									b					ab
ANY POSITIVE MENTIONS	3023	899	670	1208	1816	299	1170	1188	1835	1537	1165	2315	675	33
	66%	79%	79%	77%	60%	79%	80%	79%	59%	76%	56%	88%	45%	7%
		d	d	d		d	d	d		b		bc	c	
ANY NEGATIVE MENTIONS	841	154	147	242	599	48	165	169	671	290	465	158	418	265
	18%	13%	17%	16%	20%	13%	11%	11%	22%	14%	22%	6%	28%	55%
			a		ac				abc		a		a	ab
NO OPINION	767	92	48	120	647	33	123	132	635	200	472	153	454	159
	17%	8%	6%	8%	21%	9%	8%	9%	20%	10%	23%	6%	30%	33%
					abc				abc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
SUMMARY OF POSITIVE MENTIONS								
Good/ awesome/ unique/ interesting	968	721	136	111	679	273	204	671
	21%	32% bc	8%	15% b	19%	29% a	20%	20%
Good programmes/ good variety	705	494	88	124	601	98	145	534
	15%	22% bc	5%	17% b	17% b	10%	14%	16%
Educational/ informative	681	461	89	131	459	220	116	532
	15%	21% b	5%	18% b	13%	23% a	12%	16% a
It's OK	376	100	164	112	321	45	96	256
	8%	5%	10% a	15% ab	9% b	5%	10%	8%
Any positive mention of specific programmes/ categories	355	217	67	71	309	43	75	263
	8%	10% b	4%	10% b	9% b	4%	7%	8%
I like/ love it	163	132	10	22	132	31	48	105
	4%	6% bc	1%	3% b	4%	3%	5% b	3%
Cool/ fun	159	122	15	22	115	44	39	109
	3%	5% bc	1%	3% b	3%	5%	4%	3%
Family-friendly/ child-friendly/ age appropriate	82	52	13	17	66	16	18	63
	2%	2% b	1%	2% b	2%	2%	2%	2%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q32. What do you think about the BBC for your child? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (MULTI CODE)

Base : All respondents

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Reliable/ trustworthy	71 2%	59 3% bc	5 *%	7 1%	54 2%	16 2%	11 1%	56 2%
No adverts	34 1%	23 1% b	6 *%	5 1%	33 1% b	1 *%	6 1%	28 1%
SUMMARY OF NEGATIVE MENTIONS								
Old fashioned/ outdated/ boring/ serious	285 6%	36 2%	203 12% ac	45 6% a	250 7% b	31 3%	76 8%	189 6%
Don't like it/ not interested/ not for me	206 4%	13 1%	174 11% ac	18 3% a	163 5%	38 4%	51 5%	149 4%
Aimed at older age groups/ grown ups	159 3%	25 1%	103 6% a	31 4% a	132 4%	28 3%	37 4%	115 3%
Not much to watch/ not enough variety/ repetitive	93 2%	10 *%	65 4% a	17 2% a	73 2%	18 2%	12 1%	76 2%
Rip-off/ over-priced/ licence fee	62 1%	15 1%	37 2% a	10 1%	57 2% b	3 *%	17 2%	45 1%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Prefer other services/ channels	58 1%	13 1%	37 2% a	9 1%	52 1%	6 1%	11 1%	45 1%
Biased - regionally/ politically/ racially/ culturally	32 1%	5 *%	22 1% a	5 1%	26 1%	4 *%	6 1%	23 1%
NEITHER POSITIVE NOR NEGATIVE								
Don't know/ no opinion/ don't watch enough to comment	767 17%	122 6%	519 31% ac	125 17% a	628 17% b	133 14%	180 18%	537 16%
Other	159 3%	62 3%	76 5% a	20 3%	113 3%	42 4%	32 3%	118 4%
ANY POSITIVE MENTIONS	3023 66%	1969 89% bc	539 33%	515 70% b	2322 64%	666 70% a	637 64%	2194 66%
ANY NEGATIVE MENTIONS	841 18%	116 5%	595 36% ac	129 18% a	705 20% b	124 13%	197 20%	605 18%
NO OPINION	767 17%	122 6%	519 31% ac	125 17% a	628 17% b	133 14%	180 18%	537 16%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 89

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		CHILD'S AGE			GENDER OF CHILD		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	3050	-	1527	1523	1515	1535	-	-	760	767	755	768	-	1345	1705
Effective Weighted Sample	2370	-	1200	1195	1184	1188	-	-	599	603	597	598	-	1056	1340
Total	3016	-	1356	1660	1550	1466	-	-	696	659	853	807	-	1170	1846
Agree	1753	-	792	961	909	843	-	-	408	384	502	459	-	694	1059
	58%	-%	58%	58%	59%	57%	-%	-%	59%	58%	59%	57%	-%	59%	57%
Neither agree nor disagree	736	-	309	427	377	359	-	-	161	148	216	211	-	260	476
	24%	-%	23%	26%	24%	24%	-%	-%	23%	22%	25%	26%	-%	22%	26% b
Disagree	271	-	101	170	133	138	-	-	46	55	88	83	-	87	184
	9%	-%	7%	10% b	9%	9%	-%	-%	7%	8%	10% c	10% c	-%	7%	10% b
Don't know	257	-	154	103	130	127	-	-	82	72	48	55	-	129	128
	9%	-%	11% c	6%	8%	9%	-%	-%	12% ef	11% ef	6%	7%	-%	11% c	7%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 89

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	2046	386	397	221	967	608	793	680	1492	531	1492	177	2063	987
Effective Weighted Sample	2370	1818	360	385	200	793	486	654	582	1159	412	1158	136	1599	772
Total	3016	2560	222	138	96	897	861	592	666	1502	514	1478	175	2058	958
Agree	1753	1506	112	79	55	599	501	320	332	1059	388	1100	143	1421	332
	58%	59%	51%	57%	57%	67%	58%	54%	50%	71%	75%	74%	82%	69%	35%
		b				bcd	d			f	ef	aef	aef	f	
Neither agree nor disagree	736	609	70	32	25	167	212	175	182	308	94	284	26	451	285
	24%	24%	32%	23%	26%	19%	25%	30%	27%	20%	18%	19%	15%	22%	30%
			ac				a	a	a						abcde
Disagree	271	225	24	12	10	83	73	49	66	80	19	61	4	111	160
	9%	9%	11%	9%	11%	9%	8%	8%	10%	5%	4%	4%	2%	5%	17%
															abcde
Don't know	257	220	16	15	6	49	74	47	87	56	13	32	2	75	181
	9%	9%	7%	11%	7%	5%	9%	8%	13%	4%	3%	2%	1%	4%	19%
							a		abc	c				c	abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 89

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	3050	479	557	805	2245	306	1094	1125	1925	1633	1295	1717	1027	306
Effective Weighted Sample	2370	380	438	636	1736	239	852	876	1496	1268	1007	1328	804	239
Total	3016	457	532	770	2246	303	1042	1071	1945	1618	1275	1702	1031	283
Agree	1753	327	392	549	1204	240	821	833	919	1113	584	1332	376	44
	58%	71%	74%	71%	54%	79%	79%	78%	47%	69%	46%	78%	37%	16%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	736	83	102	151	585	48	170	179	557	350	359	276	392	69
	24%	18%	19%	20%	26%	16%	16%	17%	29%	22%	28%	16%	38%	24%
					abc				abc		a		ac	a
Disagree	271	27	26	43	228	8	33	36	235	105	159	47	109	115
	9%	6%	5%	6%	10%	3%	3%	3%	12%	6%	12%	3%	11%	41%
					abc				abc		a		a	ab
Don't know	257	21	12	27	230	8	18	23	233	51	173	48	154	55
	9%	5%	2%	4%	10%	3%	2%	2%	12%	3%	14%	3%	15%	19%
					abc				abc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	1489	1083	478	2491	527	674	2186
Effective Weighted Sample	2370	1158	846	367	1916	428	534	1684
Total	3016	1476	1059	481	2411	567	674	2166
Agree	1753	1192	298	262	1322	406	359	1302
	58%	81%	28%	54%	55%	72%	53%	60%
		bc		b		a		a
Neither agree nor disagree	736	235	366	136	636	94	170	504
	24%	16%	35%	28%	26%	17%	25%	23%
			ac	a	b			
Disagree	271	30	223	18	227	36	78	183
	9%	2%	21%	4%	9%	6%	12%	8%
			ac		b		b	
Don't know	257	19	172	65	225	31	66	177
	9%	1%	16%	14%	9%	6%	10%	8%
			a	a	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 90

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	-	1527	1523	1515	1535	-	-	760	767	755	768	-	1345	1705
Effective Weighted Sample	2370	-	1200	1195	1184	1188	-	-	599	603	597	598	-	1056	1340
Total	3016	-	1356	1660	1550	1466	-	-	696	659	853	807	-	1170	1846
Agree	1768	-	817	952	897	871	-	-	412	404	485	467	-	713	1055
	59%	~a	60%	57%	58%	59%	~a	~b	59%	61%	57%	58%	~a	61%	57%
Neither agree nor disagree	724	-	291	433	375	348	-	-	154	137	221	211	-	249	475
	24%	~a	21%	26%	24%	24%	~a	~b	22%	21%	26%	26%	~a	21%	26%
				b							d	d			b
Disagree	259	-	102	157	133	126	-	-	46	56	87	70	-	77	181
	9%	~a	8%	9%	9%	9%	~a	~b	7%	8%	10%	9%	~a	7%	10%
											c				b
Don't know	266	-	147	119	144	122	-	-	84	63	60	59	-	130	135
	9%	~a	11%	7%	9%	8%	~a	~b	12%	10%	7%	7%	~a	11%	7%
			c						ef					c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 90

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	3050	2046	386	397	221	967	608	793	680	1492	531	1492	177	2063	987
Effective Weighted Sample	2370	1818	360	385	200	793	486	654	582	1159	412	1158	136	1599	772
Total	3016	2560	222	138	96	897	861	592	666	1502	514	1478	175	2058	958
Agree	1768	1515	123	78	52	606	513	321	328	1096	402	1121	140	1457	311
	59%	59%	55%	57%	54%	68%	60%	54%	49%	73%	78%	76%	80%	71%	32%
						bcd	d			f	aef	ef	ef	f	
Neither agree nor disagree	724	607	57	30	29	180	205	167	172	307	85	268	33	438	285
	24%	24%	26%	22%	31%	20%	24%	28%	26%	20%	17%	18%	19%	21%	30%
					ac			a	a					bc	abcde
Disagree	259	211	26	13	9	64	62	62	71	57	17	53	1	94	165
	9%	8%	12%	9%	9%	7%	7%	10%	11%	4%	3%	4%	1%	5%	17%
			a					a	ab	d				d	abcde
Don't know	266	227	16	17	6	46	81	42	96	42	9	35	1	69	197
	9%	9%	7%	12%	6%	5%	9%	7%	14%	3%	2%	2%	1%	3%	21%
				abd			a		abc						abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 90

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	3050	479	557	805	2245	306	1094	1125	1925	1633	1295	1717	1027	306
Effective Weighted Sample	2370	380	438	636	1736	239	852	876	1496	1268	1007	1328	804	239
Total	3016	457	532	770	2246	303	1042	1071	1945	1618	1275	1702	1031	283
Agree	1768	345	420	588	1180	247	810	826	942	1177	531	1376	357	35
	59%	75%	79%	76%	53%	82%	78%	77%	48%	73%	42%	81%	35%	12%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	724	87	87	141	582	44	175	183	540	317	381	264	393	66
	24%	19%	16%	18%	26%	14%	17%	17%	28%	20%	30%	16%	38%	23%
					abc				abc		a		ac	a
Disagree	259	12	18	24	235	4	34	36	223	83	170	33	105	121
	9%	3%	3%	3%	10%	1%	3%	3%	11%	5%	13%	2%	10%	43%
					abc				abc		a		a	ab
Don't know	266	14	8	16	249	8	22	26	239	42	194	29	176	61
	9%	3%	1%	2%	11%	3%	2%	2%	12%	3%	15%	2%	17%	21%
					abc				abc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	1489	1083	478	2491	527	674	2186
Effective Weighted Sample	2370	1158	846	367	1916	428	534	1684
Total	3016	1476	1059	481	2411	567	674	2166
Agree	1768	1244	260	264	1359	390	361	1316
	59%	84%	25%	55%	56%	69%	54%	61%
		bc		b		a		a
Neither agree nor disagree	724	203	371	150	601	113	180	486
	24%	14%	35%	31%	25%	20%	27%	22%
			a	a	b		b	
Disagree	259	17	230	11	219	32	67	177
	9%	1%	22%	2%	9%	6%	10%	8%
			ac		b			
Don't know	266	12	198	56	232	32	66	186
	9%	1%	19%	12%	10%	6%	10%	9%
			ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 91

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		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	3050	-	1527	1523	1515	1535	-	-	760	767	755	768	-	1345	1705
Effective Weighted Sample	2370	-	1200	1195	1184	1188	-	-	599	603	597	598	-	1056	1340
Total	3016	-	1356	1660	1550	1466	-	-	696	659	853	807	-	1170	1846
Agree	1478	-	669	810	737	741	-	-	331	337	406	404	-	588	891
	49%	-%	49%	49%	48%	51%	-%	-%	48%	51%	48%	50%	-%	50%	48%
Neither agree nor disagree	846	-	357	488	450	396	-	-	198	159	252	236	-	300	545
	28%	-%	26%	29%	29%	27%	-%	-%	28%	24%	30% d	29% d	-%	26%	30% b
Disagree	473	-	193	279	242	231	-	-	97	96	145	135	-	160	313
	16%	-%	14%	17%	16%	16%	-%	-%	14%	15%	17%	17%	-%	14%	17% b
Don't know	219	-	137	82	120	99	-	-	70	66	50	33	-	122	97
	7%	-%	10% c	5%	8%	7%	-%	-%	10% ef	10% ef	6%	4%	-%	10% c	5%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 91

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	3050	2046	386	397	221	967	608	793	680	1492	531	1492	177	2063	987
Effective Weighted Sample	2370	1818	360	385	200	793	486	654	582	1159	412	1158	136	1599	772
Total	3016	2560	222	138	96	897	861	592	666	1502	514	1478	175	2058	958
Agree	1478	1272	100	66	40	535	417	258	269	1000	348	963	131	1277	202
	49%	50%	45%	48%	42%	60%	48%	44%	40%	67%	68%	65%	75%	62%	21%
		d				bcd	d			ef	ef	f	cef	f	
Neither agree nor disagree	846	716	66	34	29	219	253	176	198	357	115	354	37	524	322
	28%	28%	30%	25%	31%	24%	29%	30%	30%	24%	22%	24%	21%	25%	34%
						a	a	a	a						abcde
Disagree	473	389	41	24	18	108	131	111	123	112	42	124	5	199	274
	16%	15%	19%	18%	19%	12%	15%	19%	18%	7%	8%	8%	3%	10%	29%
							a	a	a	d	d	d		ad	abcde
Don't know	219	183	15	13	8	36	60	47	77	32	9	36	1	58	161
	7%	7%	7%	10%	9%	4%	7%	8%	12%	2%	2%	2%	1%	3%	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 91

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	3050	479	557	805	2245	306	1094	1125	1925	1633	1295	1717	1027	306
Effective Weighted Sample	2370	380	438	636	1736	239	852	876	1496	1268	1007	1328	804	239
Total	3016	457	532	770	2246	303	1042	1071	1945	1618	1275	1702	1031	283
Agree	1478	300	372	516	963	212	710	725	754	988	445	1284	180	15
	49%	66%	70%	67%	43%	70%	68%	68%	39%	61%	35%	75%	17%	5%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	846	107	107	174	672	56	234	242	604	402	409	336	457	52
	28%	23%	20%	23%	30%	19%	22%	23%	31%	25%	32%	20%	44%	19%
					abc				abc		a		ac	
Disagree	473	35	48	63	409	28	78	81	391	187	270	54	244	174
	16%	8%	9%	8%	18%	9%	7%	8%	20%	12%	21%	3%	24%	62%
					abc				abc		a		a	ab
Don't know	219	15	4	17	202	7	20	23	196	42	151	29	150	41
	7%	3%	1%	2%	9%	2%	2%	2%	10%	3%	12%	2%	15%	14%
		b			abc				abc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	1489	1083	478	2491	527	674	2186
Effective Weighted Sample	2370	1158	846	367	1916	428	534	1684
Total	3016	1476	1059	481	2411	567	674	2166
Agree	1478	1175	123	180	1123	340	299	1098
	49%	80%	12%	37%	47%	60%	44%	51%
		bc		b		a		a
Neither agree nor disagree	846	261	365	220	695	142	180	604
	28%	18%	34%	46%	29%	25%	27%	28%
			a	ab				
Disagree	473	30	413	29	407	55	139	315
	16%	2%	39%	6%	17%	10%	21%	15%
			ac	a	b		b	
Don't know	219	10	158	51	186	31	55	150
	7%	1%	15%	11%	8%	5%	8%	7%
			ac	a				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	-	1527	1523	1515	1535	-	-	760	767	755	768	-	1345	1705
Effective Weighted Sample	2370	-	1200	1195	1184	1188	-	-	599	603	597	598	-	1056	1340
Total	3016	-	1356	1660	1550	1466	-	-	696	659	853	807	-	1170	1846
Agree	1428	-	679	749	724	705	-	-	349	330	375	374	-	588	840
	47%	-%	50%	45%	47%	48%	-%	-%	50%	50%	44%	46%	-%	50%	46%
			c						e	e				c	
Neither agree nor disagree	869	-	339	530	445	424	-	-	168	171	277	253	-	292	576
	29%	-%	25%	32%	29%	29%	-%	-%	24%	26%	32%	31%	-%	25%	31%
				b							cd	cd			b
Disagree	422	-	166	256	223	199	-	-	94	72	129	127	-	137	285
	14%	-%	12%	15%	14%	14%	-%	-%	13%	11%	15%	16%	-%	12%	15%
				b							d	d			b
Don't know	297	-	172	125	158	138	-	-	86	86	72	53	-	152	144
	10%	-%	13%	8%	10%	9%	-%	-%	12%	13%	8%	7%	-%	13%	8%
			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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 92

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	2046	386	397	221	967	608	793	680	1492	531	1492	177	2063	987
Effective Weighted Sample	2370	1818	360	385	200	793	486	654	582	1159	412	1158	136	1599	772
Total	3016	2560	222	138	96	897	861	592	666	1502	514	1478	175	2058	958
Agree	1428	1225	95	65	43	515	399	248	266	954	333	946	133	1215	214
	47%	48%	43%	47%	45%	57%	46%	42%	40%	64%	65%	64%	76%	59%	22%
						bcd	d			ef	ef	ef	abcef	f	
Neither agree nor disagree	869	741	61	38	29	217	254	192	206	380	133	376	33	570	299
	29%	29%	27%	28%	30%	24%	30%	32%	31%	25%	26%	25%	19%	28%	31%
						a	a	a	a					d	acd
Disagree	422	350	41	17	14	109	123	94	96	121	33	111	5	189	233
	14%	14%	19%	12%	14%	12%	14%	16%	14%	8%	6%	8%	3%	9%	24%
			ac					a		d				d	abcde
Don't know	297	244	25	17	11	57	84	58	98	47	15	45	3	84	213
	10%	10%	11%	13%	11%	6%	10%	10%	15%	3%	3%	3%	2%	4%	22%
						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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 92

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All 8-16 year olds

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	3050	479	557	805	2245	306	1094	1125	1925	1633	1295	1717	1027	306
Effective Weighted Sample	2370	380	438	636	1736	239	852	876	1496	1268	1007	1328	804	239
Total	3016	457	532	770	2246	303	1042	1071	1945	1618	1275	1702	1031	283
Agree	1428	296	371	516	912	198	700	709	719	966	424	1202	202	25
	47%	65%	70%	67%	41%	65%	67%	66%	37%	60%	33%	71%	20%	9%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	869	112	112	178	691	76	239	251	617	428	402	373	431	65
	29%	25%	21%	23%	31%	25%	23%	23%	32%	26%	32%	22%	42%	23%
					abc				abc		a		ac	
Disagree	422	30	38	52	370	17	68	70	353	158	248	76	213	133
	14%	7%	7%	7%	16%	5%	6%	6%	18%	10%	19%	4%	21%	47%
					abc				abc		a		a	ab
Don't know	297	19	11	23	273	13	35	41	256	66	202	51	186	60
	10%	4%	2%	3%	12%	4%	3%	4%	13%	4%	16%	3%	18%	21%
					abc				abc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	1489	1083	478	2491	527	674	2186
Effective Weighted Sample	2370	1158	846	367	1916	428	534	1684
Total	3016	1476	1059	481	2411	567	674	2166
Agree	1428	1113	152	164	1077	337	280	1074
	47%	75%	14%	34%	45%	59%	42%	50%
		bc		b		a		a
Neither agree nor disagree	869	290	385	195	710	149	214	589
	29%	20%	36%	40%	29%	26%	32%	27%
			a	a			b	
Disagree	422	48	329	45	366	43	100	303
	14%	3%	31%	9%	15%	8%	15%	14%
			ac	a	b			
Don't know	297	25	194	78	258	39	80	199
	10%	2%	18%	16%	11%	7%	12%	9%
			a	a	b			

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	1557	-	-	780	777	780	777	-	-	-	-	450	1107	-
Effective Weighted Sample	1261	1261	-	-	631	631	631	631	-	-	-	-	360	905	-
Total	1591	1591	-	-	816	775	816	775	-	-	-	-	412	1179	-
Agree	785	785	-	-	402	383	402	383	-	-	-	-	162	623	-
	49%	49%	-%	-%	49%	49%	49%	49%	-%	-%	-%	-%	39%	53%	-%
													a		
Neither agree nor disagree	490	490	-	-	250	241	250	241	-	-	-	-	151	340	-
	31%	31%	-%	-%	31%	31%	31%	31%	-%	-%	-%	-%	37%	29%	-%
													b		
Disagree	211	211	-	-	112	99	112	99	-	-	-	-	68	143	-
	13%	13%	-%	-%	14%	13%	14%	13%	-%	-%	-%	-%	17%	12%	-%
													b		
Don't know	104	104	-	-	52	52	52	52	-	-	-	-	31	73	-
	7%	7%	-%	-%	6%	7%	6%	7%	-%	-%	-%	-%	8%	6%	-%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 93

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	1557	1029	226	199	103	486	360	359	344	960	192	644	57	1103	454
Effective Weighted Sample	1261	965	219	198	98	390	304	302	289	780	153	527	47	900	362
Total	1591	1351	124	70	47	467	452	302	370	983	195	658	61	1141	450
Agree	785	668	58	34	26	296	231	121	136	550	137	445	51	658	127
	49%	49%	46%	48%	56%	63%	51%	40%	37%	56%	70%	68%	84%	58%	28%
						bcd	cd			f	aef	aef	acef	f	
Neither agree nor disagree	490	412	39	24	15	107	140	104	140	287	41	150	9	319	172
	31%	31%	31%	35%	32%	23%	31%	34%	38%	29%	21%	23%	16%	28%	38%
							a	a	a	bcd				c	abcde
Disagree	211	178	21	9	4	50	55	50	57	108	15	53	-	125	86
	13%	13%	17%	12%	9%	11%	12%	16%	15%	11%	8%	8%	-%	11%	19%
							a			d		d		d	abcde
Don't know	104	93	7	3	1	14	27	27	37	38	3	11	-	39	65
	7%	7%	5%	5%	3%	3%	6%	9%	10%	4%	1%	2%	-%	3%	15%
								a	a	c					abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 93

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	676	318	780	777	79	418	422	1135	384	778	895	470	192
Effective Weighted Sample	1261	551	256	635	627	64	339	342	920	313	631	728	375	158
Total	1591	687	319	789	802	78	425	428	1163	397	816	932	463	196
Agree	785	393	213	464	321	61	334	335	450	301	331	599	172	13
	49%	57%	67%	59%	40%	79%	79%	78%	39%	76%	41%	64%	37%	7%
		d	acd	d		d	d	d		b		bc	c	
Neither agree nor disagree	490	197	77	218	273	13	76	77	413	74	277	246	182	62
	31%	29%	24%	28%	34%	17%	18%	18%	36%	19%	34%	26%	39%	32%
					abc				abc		a		a	
Disagree	211	72	26	82	129	3	11	12	199	17	142	52	73	86
	13%	10%	8%	10%	16%	4%	3%	3%	17%	4%	17%	6%	16%	44%
					abc				abc		a		a	ab
Don't know	104	25	2	25	79	-	4	4	101	5	66	35	35	34
	7%	4%	1%	3%	10%	-%	1%	1%	9%	1%	8%	4%	8%	17%
		b		b	abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	721	596	240	1195	350	321	1139
Effective Weighted Sample	1261	588	479	195	953	299	258	922
Total	1591	744	595	252	1190	388	327	1160
Agree	785	528	147	110	556	225	179	573
	49%	71%	25%	44%	47%	58%	55%	49%
		bc		b		a		
Neither agree nor disagree	490	171	221	98	382	102	93	346
	31%	23%	37%	39%	32%	26%	29%	30%
			a	a				
Disagree	211	29	160	22	168	41	39	160
	13%	4%	27%	9%	14%	11%	12%	14%
			ac	a				
Don't know	104	16	66	22	83	20	16	81
	7%	2%	11%	9%	7%	5%	5%	7%
			a	a				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	1557	-	-	780	777	780	777	-	-	-	-	450	1107	-
Effective Weighted Sample	1261	1261	-	-	631	631	631	631	-	-	-	-	360	905	-
Total	1591	1591	-	-	816	775	816	775	-	-	-	-	412	1179	-
Agree	1100	1100	-	-	572	527	572	527	-	-	-	-	281	819	-
	69%	69%	-%	-%	70%	68%	70%	68%	-%	-%	-%	-%	68%	69%	-%
Neither agree nor disagree	333	333	-	-	170	164	170	164	-	-	-	-	93	241	-
	21%	21%	-%	-%	21%	21%	21%	21%	-%	-%	-%	-%	23%	20%	-%
Disagree	92	92	-	-	46	46	46	46	-	-	-	-	23	70	-
	6%	6%	-%	-%	6%	6%	6%	6%	-%	-%	-%	-%	5%	6%	-%
Don't know	66	66	-	-	28	38	28	38	-	-	-	-	16	50	-
	4%	4%	-%	-%	3%	5%	3%	5%	-%	-%	-%	-%	4%	4%	-%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	1557	1029	226	199	103	486	360	359	344	960	192	644	57	1103	454
Effective Weighted Sample	1261	965	219	198	98	390	304	302	289	780	153	527	47	900	362
Total	1591	1351	124	70	47	467	452	302	370	983	195	658	61	1141	450
Agree	1100	941	77	46	35	355	324	200	221	769	168	534	52	893	206
	69%	70%	62%	66%	75%	76%	72%	66%	60%	78%	86%	81%	85%	78%	46%
		b			b	cd	d			f	aef	f	f	f	
Neither agree nor disagree	333	278	31	16	8	80	91	67	95	172	25	99	8	195	139
	21%	21%	25%	24%	18%	17%	20%	22%	26%	18%	13%	15%	13%	17%	31%
						a			a					abcde	
Disagree	92	76	10	4	2	24	23	17	28	40	1	22	1	46	47
	6%	6%	8%	5%	5%	5%	5%	6%	8%	4%	*%	3%	2%	4%	10%
										b				b	abce
Don't know	66	56	6	4	1	7	14	18	27	2	1	4	-	7	58
	4%	4%	5%	5%	1%	2%	3%	6%	7%	*%	1%	1%	-%	1%	13%
						a		a	ab						abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 94

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	CHILD WATCHES BBC CHILDREN'S CHANNELS									CHILD EVER USES		LIKE OR DISLIKE BBC		
	WEEKLY				CHILD WATCHES NEWSROUND WEEKLY					BITESIZE				
	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	1557	676	318	780	777	79	418	422	1135	384	778	895	470	192
Effective Weighted Sample	1261	551	256	635	627	64	339	342	920	313	631	728	375	158
Total	1591	687	319	789	802	78	425	428	1163	397	816	932	463	196
Agree	1100	544	259	623	477	64	337	337	763	327	534	797	266	37
	69%	79%	81%	79%	59%	83%	79%	79%	66%	82%	65%	86%	57%	19%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	333	116	50	135	198	11	78	79	255	51	185	123	143	68
	21%	17%	16%	17%	25%	14%	18%	18%	22%	13%	23%	13%	31%	34%
					abc						a		a	a
Disagree	92	26	9	30	62	3	10	12	80	16	53	11	27	54
	6%	4%	3%	4%	8%	4%	2%	3%	7%	4%	6%	1%	6%	28%
					abc				bc				a	ab
Don't know	66	1	*	1	65	-	-	-	66	3	45	*	27	38
	4%	*%	*%	*%	8%	-%	-%	-%	6%	1%	6%	*%	6%	19%
					abc				bc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	721	596	240	1195	350	321	1139
Effective Weighted Sample	1261	588	479	195	953	299	258	922
Total	1591	744	595	252	1190	388	327	1160
Agree	1100	667	243	189	811	282	235	811
	69%	90%	41%	75%	68%	73%	72%	70%
		bc		b				
Neither agree nor disagree	333	69	211	53	262	65	64	232
	21%	9%	35%	21%	22%	17%	20%	20%
			ac	a				
Disagree	92	7	82	3	68	22	19	63
	6%	1%	14%	1%	6%	6%	6%	5%
			ac					
Don't know	66	-	59	7	47	18	9	53
	4%	-%	10%	3%	4%	5%	3%	5%
			ac	a				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	1557	-	-	780	777	780	777	-	-	-	-	450	1107	-
Effective Weighted Sample	1261	1261	-	-	631	631	631	631	-	-	-	-	360	905	-
Total	1591	1591	-	-	816	775	816	775	-	-	-	-	412	1179	-
Agree	978	978	-	-	501	477	501	477	-	-	-	-	252	726	-
	61%	61%	-%	-%	61%	62%	61%	62%	-%	-%	-%	-%	61%	62%	-%
Neither agree nor disagree	398	398	-	-	216	182	216	182	-	-	-	-	109	289	-
	25%	25%	-%	-%	26%	23%	26%	23%	-%	-%	-%	-%	26%	25%	-%
Disagree	156	156	-	-	72	84	72	84	-	-	-	-	32	123	-
	10%	10%	-%	-%	9%	11%	9%	11%	-%	-%	-%	-%	8%	10%	-%
Don't know	60	60	-	-	28	32	28	32	-	-	-	-	19	41	-
	4%	4%	-%	-%	3%	4%	3%	4%	-%	-%	-%	-%	5%	3%	-%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	1029	226	199	103	486	360	359	344	960	192	644	57	1103	454
Effective Weighted Sample	1261	965	219	198	98	390	304	302	289	780	153	527	47	900	362
Total	1591	1351	124	70	47	467	452	302	370	983	195	658	61	1141	450
Agree	978	832	71	43	33	337	273	171	197	711	151	486	53	811	167
	61%	62%	57%	61%	70%	72%	60%	57%	53%	72%	78%	74%	87%	71%	37%
					b	bcd				f	f	f	acef	f	
Neither agree nor disagree	398	338	31	20	9	87	124	81	105	207	38	134	6	248	150
	25%	25%	25%	28%	20%	19%	27%	27%	28%	21%	19%	20%	10%	22%	33%
						a	a	a	a						abcde
Disagree	156	133	15	5	3	40	42	32	42	60	5	36	2	75	81
	10%	10%	12%	7%	7%	9%	9%	11%	11%	6%	2%	5%	3%	7%	18%
														b	abcde
Don't know	60	48	7	3	2	2	14	18	26	4	1	2	-	7	53
	4%	4%	6%	4%	4%	1%	3%	6%	7%	1%	1%	1%	0%	1%	12%
						a	a	a	ab						abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 95

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	1557	676	318	780	777	79	418	422	1135	384	778	895	470	192
Effective Weighted Sample	1261	551	256	635	627	64	339	342	920	313	631	728	375	158
Total	1591	687	319	789	802	78	425	428	1163	397	816	932	463	196
Agree	978	515	231	581	397	60	317	319	660	306	453	760	204	14
	61%	75%	73%	74%	50%	78%	75%	74%	57%	77%	55%	82%	44%	7%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	398	138	63	159	238	10	90	90	307	72	218	156	175	67
	25%	20%	20%	20%	30%	13%	21%	21%	26%	18%	27%	17%	38%	34%
					abc				a		a		a	a
Disagree	156	31	24	46	109	7	17	18	137	18	105	16	58	81
	10%	5%	8%	6%	14%	9%	4%	4%	12%	5%	13%	2%	13%	41%
					abc				bc		a		a	ab
Don't know	60	2	1	2	57	-	1	1	59	2	40	-	25	34
	4%	*%	*%	*%	7%	-%	*%	*%	5%	*%	5%	-%	5%	18%
					abc				bc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	721	596	240	1195	350	321	1139
Effective Weighted Sample	1261	588	479	195	953	299	258	922
Total	1591	744	595	252	1190	388	327	1160
Agree	978	644	171	163	736	238	223	700
	61%	87%	29%	65%	62%	61%	68%	60%
Neither agree nor disagree	398	91	224	82	289	103	71	293
	25%	12%	38%	33%	24%	27%	22%	25%
Disagree	156	9	146	1	120	32	27	117
	10%	1%	25%	*%	10%	8%	8%	10%
Don't know	60	-	54	6	45	15	5	51
	4%	-%	9%	2%	4%	4%	2%	4%
			ac	a				a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

	Total	CHILD'S AGE			GENDER OF CHILD		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	1557	1557	-	-	780	777	780	777	-	-	-	-	450	1107	-
Effective Weighted Sample	1261	1261	-	-	631	631	631	631	-	-	-	-	360	905	-
Total	1591	1591	-	-	816	775	816	775	-	-	-	-	412	1179	-
Agree	1010	1010	-	-	518	491	518	491	-	-	-	-	265	744	-
	63%	63%	-%	-%	63%	63%	63%	63%	-%	-%	-%	-%	64%	63%	-%
Neither agree nor disagree	371	371	-	-	191	180	191	180	-	-	-	-	94	277	-
	23%	23%	-%	-%	23%	23%	23%	23%	-%	-%	-%	-%	23%	24%	-%
Disagree	123	123	-	-	66	57	66	57	-	-	-	-	27	96	-
	8%	8%	-%	-%	8%	7%	8%	7%	-%	-%	-%	-%	6%	8%	-%
Don't know	88	88	-	-	41	46	41	46	-	-	-	-	26	62	-
	6%	6%	-%	-%	5%	6%	5%	6%	-%	-%	-%	-%	6%	5%	-%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	1029	226	199	103	486	360	359	344	960	192	644	57	1103	454
Effective Weighted Sample	1261	965	219	198	98	390	304	302	289	780	153	527	47	900	362
Total	1591	1351	124	70	47	467	452	302	370	983	195	658	61	1141	450
Agree	1010	863	72	43	33	340	294	177	198	728	159	498	52	830	180
	63%	64%	58%	61%	70%	73%	65%	59%	54%	74%	81%	76%	85%	73%	40%
					b	bcd	d			f	ef	f	f	f	
Neither agree nor disagree	371	306	34	21	10	86	103	80	103	195	30	123	9	231	141
	23%	23%	27%	30%	22%	18%	23%	26%	28%	20%	16%	19%	15%	20%	31%
				a				a	a						abcde
Disagree	123	108	10	3	3	32	32	21	38	47	3	31	-	60	62
	8%	8%	8%	4%	5%	7%	7%	7%	10%	5%	2%	5%	-%	5%	14%
		c												b	abcde
Don't know	88	74	8	4	1	8	23	24	32	13	3	7	-	19	68
	6%	5%	7%	6%	2%	2%	5%	8%	9%	1%	2%	1%	-%	2%	15%
							a	a	a						abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 96

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	1557	676	318	780	777	79	418	422	1135	384	778	895	470	192
Effective Weighted Sample	1261	551	256	635	627	64	339	342	920	313	631	728	375	158
Total	1591	687	319	789	802	78	425	428	1163	397	816	932	463	196
Agree	1010	519	246	599	411	60	321	322	688	312	467	745	229	36
	63%	76%	77%	76%	51%	77%	75%	75%	59%	78%	57%	80%	49%	18%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	371	132	56	150	221	13	79	80	292	68	212	151	161	59
	23%	19%	17%	19%	28%	17%	19%	19%	25%	17%	26%	16%	35%	30%
					abc				bc		a		a	a
Disagree	123	28	14	32	91	4	20	21	102	14	82	26	35	62
	8%	4%	4%	4%	11%	6%	5%	5%	9%	3%	10%	3%	8%	31%
					abc				bc		a		a	ab
Don't know	88	8	4	8	79	-	5	5	82	4	55	10	38	40
	6%	1%	1%	1%	10%	-%	1%	1%	7%	1%	7%	1%	8%	20%
					abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	721	596	240	1195	350	321	1139
Effective Weighted Sample	1261	588	479	195	953	299	258	922
Total	1591	744	595	252	1190	388	327	1160
Agree	1010	633	205	171	749	257	224	736
	63%	85%	35%	68%	63%	66%	69%	63%
		bc		b				
Neither agree nor disagree	371	86	220	66	279	88	58	277
	23%	12%	37%	26%	23%	23%	18%	24%
			ac	a				a
Disagree	123	17	100	6	99	21	35	78
	8%	2%	17%	2%	8%	5%	11%	7%
			ac				b	
Don't know	88	8	70	10	63	22	10	70
	6%	1%	12%	4%	5%	6%	3%	6%
			ac	a				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 97

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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'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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Agree	2538	785	792	961	1312	1226	402	383	408	384	502	459	162	1317	1059
	55%	49%	58%	58%	55%	55%	49%	49%	59%	58%	59%	57%	39%	56%	57%
			a	a					ab	ab	ab	ab		a	a
Neither agree nor disagree	1226	490	309	427	627	599	250	241	161	148	216	211	151	600	476
	27%	31%	23%	26%	27%	27%	31%	31%	23%	22%	25%	26%	37%	26%	26%
		bc					cde	cde					bc		
Disagree	482	211	101	170	245	237	112	99	46	55	88	83	68	230	184
	10%	13%	7%	10%	10%	11%	14%	13%	7%	8%	10%	10%	17%	10%	10%
		bc		b			cd	cd			c	c	bc		
Don't know	361	104	154	103	182	179	52	52	82	72	48	55	31	202	128
	8%	7%	11%	6%	8%	8%	6%	7%	12%	11%	6%	7%	8%	9%	7%
			ac						abef	abef					

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 97

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Agree	2538	2174	170	112	81	895	733	442	469	1609	524	1545	194	2079	459
	55%	56%	49%	54%	57%	66%	56%	49%	45%	65%	74%	72%	82%	65%	33%
		b			b	bcd	cd			f	aef	aef	abcef	f	
Neither agree nor disagree	1226	1021	109	57	40	274	352	279	322	594	134	434	36	770	457
	27%	26%	32%	27%	28%	20%	27%	31%	31%	24%	19%	20%	15%	24%	32%
			a				a	ab	a	bcd				bcd	abcde
Disagree	482	403	44	20	14	132	128	99	123	188	34	113	4	236	246
	10%	10%	13%	10%	10%	10%	10%	11%	12%	8%	5%	5%	2%	7%	17%
										bcd	d	d		bcd	abcde
Don't know	361	313	22	18	8	63	100	74	123	93	16	44	2	114	247
	8%	8%	6%	9%	5%	5%	8%	8%	12%	4%	2%	2%	1%	4%	18%
						a	a	a	abc	c				c	abcde

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 97

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Agree	2538	720	605	1013	1525	301	1155	1168	1370	1414	915	1931	549	57
	55%	63%	71%	65%	50%	79%	79%	78%	44%	70%	44%	73%	37%	12%
		d	acd	d		d	d	d		b		bc	c	
Neither agree nor disagree	1226	280	179	369	858	61	246	256	970	424	636	521	574	131
	27%	24%	21%	24%	28%	16%	17%	17%	31%	21%	30%	20%	38%	27%
					abc				abc		a		ac	a
Disagree	482	99	52	125	357	11	44	48	434	122	301	99	182	202
	10%	9%	6%	8%	12%	3%	3%	3%	14%	6%	14%	4%	12%	42%
					abc				abc		a		a	ab
Don't know	361	46	15	52	309	8	22	27	334	56	239	83	189	89
	8%	4%	2%	3%	10%	2%	1%	2%	11%	3%	11%	3%	13%	19%
		b		b	abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Agree	2538	1721	445	372	1878	631	538	1875
	55%	78%	27%	51%	52%	66%	54%	56%
		bc		b		a		
Neither agree nor disagree	1226	406	587	234	1019	196	264	850
	27%	18%	35%	32%	28%	21%	26%	26%
			a	a	b			
Disagree	482	58	384	40	396	77	117	343
	10%	3%	23%	5%	11%	8%	12%	10%
			ac	a	b			
Don't know	361	35	238	88	308	51	82	258
	8%	2%	14%	12%	9%	5%	8%	8%
			a	a	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 98

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Agree	2868	1100	817	952	1469	1399	572	527	412	404	485	467	281	1532	1055
	62%	69%	60%	57%	62%	62%	70%	68%	59%	61%	57%	58%	68%	65%	57%
		bc					cdef	cdef					c	c	
Neither agree nor disagree	1057	333	291	433	545	512	170	164	154	137	221	211	93	489	475
	23%	21%	21%	26%	23%	23%	21%	21%	22%	21%	26%	26%	23%	21%	26%
				ab							abd	abd			b
Disagree	351	92	102	157	179	172	46	46	46	56	87	70	23	147	181
	8%	6%	8%	9%	8%	8%	6%	6%	7%	8%	10%	9%	5%	6%	10%
				a							abc	a			ab
Don't know	331	66	147	119	172	159	28	38	84	63	60	59	16	180	135
	7%	4%	11%	7%	7%	7%	3%	5%	12%	10%	7%	7%	4%	8%	7%
			ac	a					abef	ab	a	a		a	a

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 98

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Agree	2868	2456	200	124	87	961	837	521	548	1864	570	1655	191	2350	518
	62%	63%	58%	60%	61%	71%	64%	58%	53%	75%	80%	77%	81%	73%	37%
		b				bcd	cd	d		f	aef	ef	ef	f	
Neither agree nor disagree	1057	884	88	47	38	260	296	234	267	479	110	367	41	633	424
	23%	23%	26%	23%	26%	19%	23%	26%	26%	19%	16%	17%	17%	20%	30%
								a	a	b				bc	abcde
Disagree	351	287	36	16	11	89	85	79	99	97	18	75	2	139	212
	8%	7%	11%	8%	8%	7%	6%	9%	10%	4%	3%	3%	1%	4%	15%
			a					a	ab	d				bd	abcde
Don't know	331	283	21	20	7	54	95	59	123	44	11	39	1	76	255
	7%	7%	6%	10%	5%	4%	7%	7%	12%	2%	1%	2%	1%	2%	18%
				abd			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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 98

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Agree	2868	888	679	1211	1657	312	1146	1163	1705	1504	1065	2173	623	72
	62%	78%	80%	78%	54%	82%	78%	78%	55%	75%	51%	82%	42%	15%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	1057	203	137	277	780	54	253	262	795	368	565	387	536	134
	23%	18%	16%	18%	26%	14%	17%	17%	26%	18%	27%	15%	36%	28%
					abc				abc		a		ac	a
Disagree	351	38	28	54	297	7	45	48	303	99	223	44	132	175
	8%	3%	3%	3%	10%	2%	3%	3%	10%	5%	11%	2%	9%	37%
					abc				abc		a		a	ab
Don't know	331	15	8	17	314	8	22	26	305	45	239	30	203	99
	7%	1%	1%	1%	10%	2%	2%	2%	10%	2%	11%	1%	14%	21%
					abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Agree	2868	1912	503	453	2170	672	595	2127
	62%	86%	30%	62%	60%	70%	59%	64%
		bc		b		a		a
Neither agree nor disagree	1057	272	582	203	864	178	244	719
	23%	12%	35%	28%	24%	19%	24%	22%
			ac	a	b			
Disagree	351	24	313	14	287	55	87	240
	8%	1%	19%	2%	8%	6%	9%	7%
			ac		b			
Don't know	331	12	257	63	280	50	75	240
	7%	1%	16%	9%	8%	5%	7%	7%
			ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 99

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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'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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Agree	2457	978	669	810	1238	1218	501	477	331	337	406	404	252	1314	891
	53%	61%	49%	49%	52%	54%	61%	62%	48%	51%	48%	50%	61%	56%	48%
		bc					cdef	cdef					c	c	
Neither agree nor disagree	1243	398	357	488	666	577	216	182	198	159	252	236	109	589	545
	27%	25%	26%	29%	28%	26%	26%	23%	28%	24%	30%	29%	26%	25%	30%
				a					b		bd	bd			b
Disagree	628	156	193	279	313	315	72	84	97	96	145	135	32	283	313
	14%	10%	14%	17%	13%	14%	9%	11%	14%	15%	17%	17%	8%	12%	17%
			a	a					a	ab	ab	ab		a	ab
Don't know	279	60	137	82	148	131	28	32	70	66	50	33	19	163	97
	6%	4%	10%	5%	6%	6%	3%	4%	10%	10%	6%	4%	5%	7%	5%
			ac						abef	abef	a				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 99

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Agree	2457	2104	171	109	73	872	690	429	466	1711	499	1450	184	2088	369
	53%	54%	49%	52%	51%	64%	53%	48%	45%	69%	70%	68%	78%	65%	26%
						bcd	d			ef	ef	f	abcef	f	
Neither agree nor disagree	1243	1054	97	54	39	306	376	258	304	565	153	488	44	772	472
	27%	27%	28%	26%	27%	22%	29%	29%	29%	23%	22%	23%	19%	24%	33%
							a	a	a						abcde
Disagree	628	522	56	29	22	148	173	143	164	172	46	160	7	274	354
	14%	13%	16%	14%	15%	11%	13%	16%	16%	7%	7%	7%	3%	9%	25%
							a	a	a	d		d		ad	abcde
Don't know	279	231	22	16	10	38	73	65	103	36	10	38	1	65	214
	6%	6%	6%	8%	7%	3%	6%	7%	10%	1%	1%	2%	1%	2%	15%
							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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 99

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Agree	2457	815	604	1097	1360	272	1027	1043	1413	1294	898	2043	384	29
	53%	71%	71%	70%	45%	72%	70%	70%	45%	64%	43%	78%	26%	6%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	1243	245	170	333	910	66	324	332	911	473	627	492	632	119
	27%	21%	20%	21%	30%	17%	22%	22%	29%	23%	30%	19%	42%	25%
					abc				abc		a		ac	a
Disagree	628	67	72	109	519	35	95	100	529	205	376	70	303	256
	14%	6%	8%	7%	17%	9%	6%	7%	17%	10%	18%	3%	20%	53%
			a		abc				abc		a		a	ab
Don't know	279	17	5	19	259	7	20	23	255	43	191	29	175	75
	6%	2%	1%	1%	9%	2%	1%	2%	8%	2%	9%	1%	12%	16%
					abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Agree	2457	1818	295	344	1859	578	522	1798
	53%	82%	18%	47%	52%	60%	52%	54%
		bc		b		a		
Neither agree nor disagree	1243	352	589	303	984	245	251	896
	27%	16%	36%	41%	27%	26%	25%	27%
			a	ab				
Disagree	628	39	559	30	527	88	166	431
	14%	2%	34%	4%	15%	9%	17%	13%
			ac	a	b		b	
Don't know	279	10	211	57	231	45	61	200
	6%	*%	13%	8%	6%	5%	6%	6%
			ac	a				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 100

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Agree	2438	1010	679	749	1242	1196	518	491	349	330	375	374	265	1332	840
	53%	63%	50%	45%	52%	53%	63%	63%	50%	50%	44%	46%	64%	57%	46%
		bc	c				cdef	cdef	e	e			bc	c	
Neither agree nor disagree	1240	371	339	530	636	604	191	180	168	171	277	253	94	569	576
	27%	23%	25%	32%	27%	27%	23%	23%	24%	26%	32%	31%	23%	24%	31%
				ab							abcd	abcd			ab
Disagree	545	123	166	256	288	256	66	57	94	72	129	127	27	233	285
	12%	8%	12%	15%	12%	11%	8%	7%	13%	11%	15%	16%	6%	10%	15%
			a	ab					ab	b	abd	abd		a	ab
Don't know	384	88	172	125	199	185	41	46	86	86	72	53	26	214	144
	8%	6%	13%	8%	8%	8%	5%	6%	12%	13%	8%	7%	6%	9%	8%
			ac	a					abef	abef	a				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 100

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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

		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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Agree	2438	2088	167	108	75	855	694	425	464	1682	492	1444	185	2045	393
	53%	53%	48%	52%	53%	63%	53%	48%	45%	68%	69%	68%	78%	64%	28%
		b				bcd	cd			ef	ef	ef	abcef	f	
Neither agree nor disagree	1240	1048	94	59	39	303	357	271	309	575	163	498	42	801	439
	27%	27%	27%	28%	27%	22%	27%	30%	30%	23%	23%	23%	18%	25%	31%
						a	a	a						d	abcde
Disagree	545	458	51	19	16	141	155	116	133	168	36	142	5	249	296
	12%	12%	15%	9%	11%	10%	12%	13%	13%	7%	5%	7%	2%	8%	21%
			ac							d		d		bd	abcde
Don't know	384	317	33	22	12	65	107	82	130	59	19	52	3	104	281
	8%	8%	10%	10%	8%	5%	8%	9%	13%	2%	3%	2%	1%	3%	20%
						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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 100

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Agree	2438	815	617	1115	1323	258	1021	1031	1407	1278	891	1947	430	60
	53%	71%	72%	72%	43%	68%	70%	69%	45%	63%	43%	74%	29%	13%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	1240	244	168	328	912	89	318	331	909	495	614	524	592	124
	27%	21%	20%	21%	30%	23%	22%	22%	29%	25%	29%	20%	40%	26%
					abc				abc		a		ac	a
Disagree	545	58	52	84	460	21	87	90	454	171	330	102	248	195
	12%	5%	6%	5%	15%	6%	6%	6%	15%	9%	16%	4%	17%	41%
					abc				abc		a		a	ab
Don't know	384	27	14	32	353	13	40	46	338	71	257	61	224	99
	8%	2%	2%	2%	12%	3%	3%	3%	11%	4%	12%	2%	15%	21%
					abc				abc		a		a	ab

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Agree	2438	1746	357	335	1826	594	504	1810
	53%	79%	22%	46%	51%	62%	50%	54%
		bc		b		a		a
Neither agree nor disagree	1240	376	604	260	989	237	273	866
	27%	17%	37%	35%	27%	25%	27%	26%
			a	a				
Disagree	545	65	428	51	464	64	134	381
	12%	3%	26%	7%	13%	7%	13%	11%
			ac	a	b			
Don't know	384	33	264	87	321	60	90	269
	8%	1%	16%	12%	9%	6%	9%	8%
			ac	a	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 101

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

		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	3166	1103	1023	1040	1594	1572	549	554	520	503	525	515	327	1684	1155
Effective Weighted Sample	2498	900	806	810	1260	1240	447	453	411	395	411	400	263	1345	903
Total	3198	1141	920	1138	1654	1545	580	560	480	440	593	544	301	1639	1258
Agree	2079	658	640	781	1078	1001	337	321	331	309	410	371	139	1074	865
	65%	58%	70%	69%	65%	65%	58%	57%	69%	70%	69%	68%	46%	66%	69%
			a	a					ab	ab	ab	ab		a	a
Neither agree nor disagree	770	319	188	263	396	373	156	163	100	88	140	123	103	377	290
	24%	28%	20%	23%	24%	24%	27%	29%	21%	20%	24%	22%	34%	23%	23%
		bc					cd	cdf					bc		
Disagree	236	125	42	69	128	108	68	57	24	18	36	33	47	118	71
	7%	11%	5%	6%	8%	7%	12%	10%	5%	4%	6%	6%	15%	7%	6%
		bc					cdef	cdef					bc		
Don't know	114	39	50	25	51	63	19	19	24	25	8	18	13	70	31
	4%	3%	5%	2%	3%	4%	3%	3%	5%	6%	1%	3%	4%	4%	2%
			ac				e	e	e	e				c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 101

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	3166	2134	406	406	220	1125	685	746	606	2452	723	2136	234	3166	-
Effective Weighted Sample	2498	1934	384	397	203	915	558	618	517	1938	564	1685	183	2498	-
Total	3198	2735	226	142	96	1058	940	581	619	2484	709	2136	235	3198	-
Agree	2079	1785	140	91	63	760	613	342	364	1609	524	1545	194	2079	-
	65%	65%	62%	64%	66%	72%	65%	59%	59%	65%	74%	72%	82%	65%	-%
						bcd	cd				ae	ae	abce		
Neither agree nor disagree	770	648	64	34	23	196	232	168	173	594	134	434	36	770	-
	24%	24%	28%	24%	24%	19%	25%	29%	28%	24%	19%	20%	15%	24%	-%
			a				a	a	a	bcd				bcd	
Disagree	236	202	15	10	8	68	63	49	55	188	34	113	4	236	-
	7%	7%	7%	7%	9%	6%	7%	9%	9%	8%	5%	5%	2%	7%	-%
										bcd	d	d		bcd	
Don't know	114	99	6	7	2	34	32	21	27	93	16	44	2	114	-
	4%	4%	3%	5%	2%	3%	3%	4%	4%	4%	2%	2%	1%	4%	-%
										c				c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 101

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	3166	1155	875	1585	1581	385	1370	1405	1761	1655	1164	2232	764	170
Effective Weighted Sample	2498	931	694	1271	1231	303	1077	1104	1396	1295	925	1757	603	140
Total	3198	1144	851	1559	1640	381	1333	1366	1833	1650	1211	2265	770	163
Agree	2079	720	605	1013	1066	301	1074	1087	991	1231	689	1681	362	36
	65%	63%	71%	65%	65%	79%	81%	80%	54%	75%	57%	74%	47%	22%
			acd			d	d	d		b		bc	c	
Neither agree nor disagree	770	280	179	369	401	61	211	221	549	320	347	435	288	46
	24%	24%	21%	24%	24%	16%	16%	16%	30%	19%	29%	19%	37%	28%
								abc			a		ac	a
Disagree	236	99	52	125	111	11	36	41	195	73	118	82	81	72
	7%	9%	6%	8%	7%	3%	3%	3%	11%	4%	10%	4%	11%	44%
								abc			a		a	ab
Don't know	114	46	15	52	62	8	12	17	97	27	57	67	38	8
	4%	4%	2%	3%	4%	2%	1%	1%	5%	2%	5%	3%	5%	5%
		b		b	b				abc		a		a	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33A/ Q34A. PURPOSE 1 STATEMENT - INFORMING. Do you agree or disagree - "News and information from the BBC helps me to understand what is going on in the UK and the world"? (RESPONSES FROM CHILDREN AGED 8-16)/ "News and information from the BBC helps my child to understand what is going on in the UK and the world"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

		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	3166	1943	753	470	2473	665	673	2290
Effective Weighted Sample	2498	1531	595	374	1924	552	536	1797
Total	3198	1954	745	499	2447	717	683	2319
Agree	2079	1529	283	267	1519	534	440	1534
	65%	78%	38%	53%	62%	75%	64%	66%
		bc		b		a		
Neither agree nor disagree	770	343	273	153	644	122	163	535
	24%	18%	37%	31%	26%	17%	24%	23%
			a	a	b			
Disagree	236	52	151	33	183	48	54	170
	7%	3%	20%	7%	7%	7%	8%	7%
			ac	a				
Don't know	114	30	37	47	102	12	26	80
	4%	2%	5%	9%	4%	2%	4%	3%
			a	ab	b			

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 102

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

		CHILD'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	3166	1103	1023	1040	1594	1572	549	554	520	503	525	515	327	1684	1155
Effective Weighted Sample	2498	900	806	810	1260	1240	447	453	411	395	411	400	263	1345	903
Total	3198	1141	920	1138	1654	1545	580	560	480	440	593	544	301	1639	1258
Agree	2350	893	679	778	1201	1149	455	438	346	333	399	379	234	1251	866
	73%	78%	74%	68%	73%	74%	78%	78%	72%	76%	67%	70%	78%	76%	69%
		bc	c				cef	cef		e			c	c	
Neither agree nor disagree	633	195	164	274	330	303	98	97	87	77	146	129	53	282	297
	20%	17%	18%	24%	20%	20%	17%	17%	18%	18%	25%	24%	18%	17%	24%
				ab							abcd	abd			ab
Disagree	139	46	42	51	78	62	24	22	23	19	31	21	14	67	59
	4%	4%	5%	5%	5%	4%	4%	4%	5%	4%	5%	4%	5%	4%	5%
Don't know	76	7	35	34	45	31	3	4	25	11	18	16	*	40	36
	2%	1%	4%	3%	3%	2%	1%	1%	5%	2%	3%	3%	*%	2%	3%
			a	a					abd	ab	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 102

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	3166	2134	406	406	220	1125	685	746	606	2452	723	2136	234	3166	-
Effective Weighted Sample	2498	1934	384	397	203	915	558	618	517	1938	564	1685	183	2498	-
Total	3198	2735	226	142	96	1058	940	581	619	2484	709	2136	235	3198	-
Agree	2350	2017	163	102	69	817	702	407	424	1864	570	1655	191	2350	-
	73%	74%	72%	72%	72%	77%	75%	70%	69%	75%	80%	77%	81%	73%	-%
						cd	d				ae	e	e		
Neither agree nor disagree	633	538	48	27	20	178	175	134	145	479	110	367	41	633	-
	20%	20%	21%	19%	21%	17%	19%	23%	23%	19%	16%	17%	17%	20%	-%
								a	a	b				bc	
Disagree	139	116	10	7	6	41	41	28	30	97	18	75	2	139	-
	4%	4%	4%	5%	7%	4%	4%	5%	5%	4%	3%	3%	1%	4%	-%
										d				bd	
Don't know	76	63	6	6	1	23	22	12	20	44	11	39	1	76	-
	2%	2%	2%	4%	1%	2%	2%	2%	3%	2%	1%	2%	1%	2%	-%
				ad											

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 102

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	3166	1155	875	1585	1581	385	1370	1405	1761	1655	1164	2232	764	170
Effective Weighted Sample	2498	931	694	1271	1231	303	1077	1104	1396	1295	925	1757	603	140
Total	3198	1144	851	1559	1640	381	1333	1366	1833	1650	1211	2265	770	163
Agree	2350	888	679	1211	1139	312	1079	1096	1254	1312	803	1913	404	33
	73%	78%	80%	78%	69%	82%	81%	80%	68%	80%	66%	84%	52%	20%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	633	203	137	277	356	54	208	217	416	265	297	302	273	58
	20%	18%	16%	18%	22%	14%	16%	16%	23%	16%	25%	13%	35%	35%
					abc				abc		a		a	a
Disagree	139	38	28	54	85	7	33	37	103	54	68	29	50	60
	4%	3%	3%	3%	5%	2%	2%	3%	6%	3%	6%	1%	6%	37%
					abc				abc		a		a	ab
Don't know	76	15	8	17	59	8	12	16	60	19	43	21	43	12
	2%	1%	1%	1%	4%	2%	1%	1%	3%	1%	4%	1%	6%	8%
					abc				bc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33B/ Q34B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has programmes and content that help my child to learn about new things"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	3166	1943	753	470	2473	665	673	2290
Effective Weighted Sample	2498	1531	595	374	1924	552	536	1797
Total	3198	1954	745	499	2447	717	683	2319
Agree	2350	1704	309	337	1764	565	487	1745
	73%	87%	41%	68%	72%	79%	71%	75%
		bc		b		a		
Neither agree nor disagree	633	222	285	126	506	118	156	419
	20%	11%	38%	25%	21%	16%	23%	18%
			ac	a	b		b	
Disagree	139	20	108	12	108	28	27	100
	4%	1%	14%	2%	4%	4%	4%	4%
			ac	a				
Don't know	76	8	44	25	69	6	14	55
	2%	*%	6%	5%	3%	1%	2%	2%
			a	a	b			

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

		CHILD'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	3166	1103	1023	1040	1594	1572	549	554	520	503	525	515	327	1684	1155
Effective Weighted Sample	2498	900	806	810	1260	1240	447	453	411	395	411	400	263	1345	903
Total	3198	1141	920	1138	1654	1545	580	560	480	440	593	544	301	1639	1258
Agree	2088	811	582	695	1049	1039	413	398	289	293	347	348	212	1109	767
	65%	71%	63%	61%	63%	67%	71%	71%	60%	67%	58%	64%	70%	68%	61%
		bc				a	cef	cef		e			c	c	
Neither agree nor disagree	772	248	211	313	428	344	126	122	127	84	175	138	71	352	349
	24%	22%	23%	28%	26%	22%	22%	22%	26%	19%	30%	25%	24%	21%	28%
				ab	b				d		abd	d			b
Disagree	274	75	85	114	138	136	39	36	40	45	60	55	16	132	125
	9%	7%	9%	10%	8%	9%	7%	7%	8%	10%	10%	10%	5%	8%	10%
			a	a											a
Don't know	65	7	43	16	38	27	3	4	24	18	11	4	3	45	17
	2%	1%	5%	1%	2%	2%	*%	1%	5%	4%	2%	1%	1%	3%	1%
			ac						abef	abf				c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 103

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

		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	3166	2134	406	406	220	1125	685	746	606	2452	723	2136	234	3166	-
Effective Weighted Sample	2498	1934	384	397	203	915	558	618	517	1938	564	1685	183	2498	-
Total	3198	2735	226	142	96	1058	940	581	619	2484	709	2136	235	3198	-
Agree	2088	1786	148	93	60	759	593	355	380	1711	499	1450	184	2088	-
	65%	65%	66%	65%	63%	72%	63%	61%	61%	69%	70%	68%	78%	65%	-%
						bcd				e	e		abce		
Neither agree nor disagree	772	660	59	31	22	213	251	146	161	565	153	488	44	772	-
	24%	24%	26%	22%	23%	20%	27%	25%	26%	23%	22%	23%	19%	24%	-%
						a	a	a	a						
Disagree	274	234	16	13	11	70	80	64	60	172	46	160	7	274	-
	9%	9%	7%	9%	11%	7%	9%	11%	10%	7%	7%	7%	3%	9%	-%
						a	a	a	a	d		d		ad	
Don't know	65	54	2	6	3	16	15	16	18	36	10	38	1	65	-
	2%	2%	1%	4%	3%	2%	2%	3%	3%	1%	1%	2%	1%	2%	-%
				ab											

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 103

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

	Total	CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	3166	1155	875	1585	1581	385	1370	1405	1761	1655	1164	2232	764	170
Effective Weighted Sample	2498	931	694	1271	1231	303	1077	1104	1396	1295	925	1757	603	140
Total	3198	1144	851	1559	1640	381	1333	1366	1833	1650	1211	2265	770	163
Agree	2088	815	604	1097	991	272	972	988	1099	1166	708	1805	266	17
	65%	71%	71%	70%	60%	72%	73%	72%	60%	71%	58%	80%	35%	10%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	772	245	170	333	439	66	278	286	486	345	338	395	323	54
	24%	21%	20%	21%	27%	17%	21%	21%	27%	21%	28%	17%	42%	33%
					abc				abc		a		a	a
Disagree	274	67	72	109	164	35	72	77	197	122	131	53	139	82
	9%	6%	8%	7%	10%	9%	5%	6%	11%	7%	11%	2%	18%	50%
			a		ac	bc			bc		a		a	ab
Don't know	65	17	5	19	46	7	12	15	50	17	35	13	42	10
	2%	2%	1%	1%	3%	2%	1%	1%	3%	1%	3%	1%	6%	6%
					abc				bc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33C/ Q34C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has high quality shows my child enjoys"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	3166	1943	753	470	2473	665	673	2290
Effective Weighted Sample	2498	1531	595	374	1924	552	536	1797
Total	3198	1954	745	499	2447	717	683	2319
Agree	2088	1628	201	259	1576	492	453	1525
	65%	83%	27%	52%	64%	69%	66%	66%
		bc		b				
Neither agree nor disagree	772	283	288	200	603	160	157	551
	24%	15%	39%	40%	25%	22%	23%	24%
			a	a				
Disagree	274	35	220	18	214	54	60	196
	9%	2%	30%	4%	9%	7%	9%	8%
			ac	a				
Don't know	65	6	37	22	54	11	14	47
	2%	*%	5%	4%	2%	2%	2%	2%
			a	a				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 104

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

		CHILD'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	3166	1103	1023	1040	1594	1572	549	554	520	503	525	515	327	1684	1155
Effective Weighted Sample	2498	900	806	810	1260	1240	447	453	411	395	411	400	263	1345	903
Total	3198	1141	920	1138	1654	1545	580	560	480	440	593	544	301	1639	1258
Agree	2045	830	575	639	1039	1006	416	415	298	278	326	313	221	1107	716
	64%	73%	63%	56%	63%	65%	72%	74%	62%	63%	55%	58%	73%	68%	57%
		bc	c				cdef	cdef	e	e			c	c	
Neither agree nor disagree	801	231	216	354	416	385	121	109	110	105	184	170	61	358	381
	25%	20%	23%	31%	25%	25%	21%	19%	23%	24%	31%	31%	20%	22%	30%
				ab							abcd	abcd			ab
Disagree	249	60	74	115	138	111	33	27	43	30	62	53	14	112	124
	8%	5%	8%	10%	8%	7%	6%	5%	9%	7%	10%	10%	5%	7%	10%
			a	a					b		ab	ab			ab
Don't know	104	19	55	29	60	43	10	9	29	26	21	8	6	61	37
	3%	2%	6%	3%	4%	3%	2%	2%	6%	6%	4%	1%	2%	4%	3%
			ac						abf	abf					

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 104

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

		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	3166	2134	406	406	220	1125	685	746	606	2452	723	2136	234	3166	-
Effective Weighted Sample	2498	1934	384	397	203	915	558	618	517	1938	564	1685	183	2498	-
Total	3198	2735	226	142	96	1058	940	581	619	2484	709	2136	235	3198	-
Agree	2045	1755	141	90	59	742	586	346	371	1682	492	1444	185	2045	-
	64%	64%	62%	63%	61%	70%	62%	60%	60%	68%	69%	68%	78%	64%	-%
						bcd				e	e	e	abce		
Neither agree nor disagree	801	685	55	36	24	221	242	159	180	575	163	498	42	801	-
	25%	25%	25%	25%	25%	21%	26%	27%	29%	23%	23%	23%	18%	25%	-%
						a	a	a	a				d		
Disagree	249	213	19	10	8	73	76	51	49	168	36	142	5	249	-
	8%	8%	8%	7%	8%	7%	8%	9%	8%	7%	5%	7%	2%	8%	-%
										d		d		bd	
Don't know	104	82	10	6	5	23	37	25	19	59	19	52	3	104	-
	3%	3%	5%	4%	5%	2%	4%	4%	3%	2%	3%	2%	1%	3%	-%
						a	a	a							

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 104

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

	Total	CHILD 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	3166	1155	875	1585	1581	385	1370	1405	1761	1655	1164	2232	764	170
Effective Weighted Sample	2498	931	694	1271	1231	303	1077	1104	1396	1295	925	1757	603	140
Total	3198	1144	851	1559	1640	381	1333	1366	1833	1650	1211	2265	770	163
Agree	2045	815	617	1115	930	258	964	974	1071	1144	685	1734	276	35
	64%	71%	72%	72%	57%	68%	72%	71%	58%	69%	57%	77%	36%	21%
		d	d	d		d	d	d		b		bc	c	
Neither agree nor disagree	801	244	168	328	473	89	279	292	508	376	347	416	331	54
	25%	21%	20%	21%	29%	23%	21%	21%	28%	23%	29%	18%	43%	33%
					abc				bc		a		ac	a
Disagree	249	58	52	84	165	21	66	69	180	103	124	76	112	61
	8%	5%	6%	5%	10%	6%	5%	5%	10%	6%	10%	3%	15%	37%
					abc				abc		a		a	ab
Don't know	104	27	14	32	72	13	24	30	73	28	56	39	51	13
	3%	2%	2%	2%	4%	3%	2%	2%	4%	2%	5%	2%	7%	8%
					abc				bc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q33D/ Q34D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"? (RESPONSES FROM CHILDREN AGED 8-16)/ "The BBC has shows with people like my child in them"? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : Those who have used any BBC services weekly

		CHILD WOULD MISS THE BBC			CHILD'S ETHNICITY		CHILD HAS ANY LIMITING CONDITIONS	
		YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%	Total	a	b	c	a	b	a	b
Unweighted total	3166	1943	753	470	2473	665	673	2290
Effective Weighted Sample	2498	1531	595	374	1924	552	536	1797
Total	3198	1954	745	499	2447	717	683	2319
Agree	2045	1567	232	246	1529	498	426	1515
	64%	80%	31%	49%	62%	70%	62%	65%
		bc		b		a		
Neither agree nor disagree	801	312	312	177	633	160	179	555
	25%	16%	42%	36%	26%	22%	26%	24%
			a	a				
Disagree	249	56	156	38	203	37	60	172
	8%	3%	21%	8%	8%	5%	9%	7%
			ac	a	b			
Don't know	104	19	45	39	82	21	19	77
	3%	1%	6%	8%	3%	3%	3%	3%
			a	a				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%															
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Yes	2220	744	666	810	1125	1095	377	367	345	321	402	408	190	1143	887
	48%	47%	49%	49%	48%	49%	46%	47%	50%	49%	47%	50%	46%	49%	48%
No	1654	595	464	595	854	800	294	300	243	221	316	279	144	833	677
	36%	37%	34%	36%	36%	36%	36%	39%	35%	33%	37%	35%	35%	35%	37%
Maybe	733	252	225	256	388	346	145	108	108	118	135	120	78	373	283
	16%	16%	17%	15%	16%	15%	18%	14%	15%	18%	16%	15%	19%	16%	15%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Yes	2220	1895	158	95	72	816	648	384	371	1569	518	1473	198	1954	266
	48%	48%	46%	46%	50%	60%	49%	43%	36%	63%	73%	69%	84%	61%	19%
						bcd	cd	d		f	aef	aef	abcef	f	
No	1654	1393	132	78	51	391	424	366	473	522	113	387	20	745	908
	36%	36%	38%	37%	36%	29%	32%	41%	46%	21%	16%	18%	9%	23%	64%
							ab	ab	abc	bcd	d	d		bcd	abcde
Maybe	733	623	55	35	20	157	241	143	192	393	78	276	17	499	234
	16%	16%	16%	17%	14%	11%	18%	16%	19%	16%	11%	13%	7%	16%	17%
						a	a	a		bcd		d		bcd	bcd

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 105

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q35. Would your child miss the BBC if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-16) (SINGLE CODE)

Base : All respondents

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Yes	2220	719	594	1003	1217	275	1064	1079	1140	1348	671	1925	280	14
	48%	63%	70%	64%	40%	72%	73%	72%	37%	67%	32%	73%	19%	3%
		d	acd	d		d	d	d		b		bc	c	
No	1654	251	162	336	1317	53	238	246	1408	417	1073	339	880	434
	36%	22%	19%	22%	43%	14%	16%	16%	45%	21%	51%	13%	59%	91%
					abc				abc		a		a	ab
Maybe	733	175	96	219	514	52	164	174	560	250	347	370	333	30
	16%	15%	11%	14%	17%	14%	11%	12%	18%	12%	17%	14%	22%	6%
		b			bc				bc		a	c	ac	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Yes	2220	2220	-	-	1656	540	503	1593
	48%	100%	-%	-%	46%	57%	50%	48%
		bc				a		
No	1654	-	1654	-	1361	270	345	1200
	36%	-%	100%	-%	38%	28%	35%	36%
			ac		b			
Maybe	733	-	-	733	583	145	152	533
	16%	-%	-%	100%	16%	15%	15%	16%
				ab				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	1557	-	-	780	777	780	777	-	-	-	-	450	1107	-
Effective Weighted Sample	1261	1261	-	-	631	631	631	631	-	-	-	-	360	905	-
Total	1591	1591	-	-	816	775	816	775	-	-	-	-	412	1179	-
Yes	827	827	-	-	438	389	438	389	-	-	-	-	220	607	-
	52%	52%	-%	-%	54%	50%	54%	50%	-%	-%	-%	-%	53%	52%	-%
No	562	562	-	-	264	298	264	298	-	-	-	-	141	420	-
	35%	35%	-%	-%	32%	38%	32%	38%	-%	-%	-%	-%	34%	36%	-%
						a		a							
Maybe	202	202	-	-	114	87	114	87	-	-	-	-	51	151	-
	13%	13%	-%	-%	14%	11%	14%	11%	-%	-%	-%	-%	12%	13%	-%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	1029	226	199	103	486	360	359	344	960	192	644	57	1103	454
Effective Weighted Sample	1261	965	219	198	98	390	304	302	289	780	153	527	47	900	362
Total	1591	1351	124	70	47	467	452	302	370	983	195	658	61	1141	450
Yes	827	705	62	34	26	281	254	144	149	623	154	452	55	718	110
	52%	52%	50%	48%	56%	60%	56%	48%	40%	63%	79%	69%	90%	63%	24%
						cd	cd			f	acef	ef	acef	f	
No	562	469	51	27	14	136	138	128	160	238	28	139	6	295	266
	35%	35%	42%	38%	31%	29%	30%	42%	43%	24%	14%	21%	10%	26%	59%
							ab	ab	ab	bd				bcd	abcde
Maybe	202	177	10	9	6	50	61	30	61	121	13	68	-	127	74
	13%	13%	8%	14%	13%	11%	13%	10%	17%	12%	7%	10%	-%	11%	17%
		b							ac	d		d		d	bcde

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q36. And would YOU miss the BBC for your child if it wasn't there? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS) (SINGLE CODE)

Base : All parents of children aged 3-7

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	1557	676	318	780	777	79	418	422	1135	384	778	895	470	192
Effective Weighted Sample	1261	551	256	635	627	64	339	342	920	313	631	728	375	158
Total	1591	687	319	789	802	78	425	428	1163	397	816	932	463	196
Yes	827	444	228	509	319	61	302	304	524	289	349	663	144	21
	52%	65%	72%	64%	40%	78%	71%	71%	45%	73%	43%	71%	31%	10%
		d	cd	d		d	d	d		b		bc	c	
No	562	153	62	181	380	14	86	87	474	76	355	166	236	159
	35%	22%	19%	23%	47%	17%	20%	20%	41%	19%	43%	18%	51%	81%
					abc				abc		a		a	ab
Maybe	202	90	29	99	103	4	37	37	165	32	112	103	82	17
	13%	13%	9%	13%	13%	5%	9%	9%	14%	8%	14%	11%	18%	9%
									abc		a		ac	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	1557	721	596	240	1195	350	321	1139
Effective Weighted Sample	1261	588	479	195	953	299	258	922
Total	1591	744	595	252	1190	388	327	1160
Yes	827	688	66	74	606	217	207	586
	52%	92%	11%	29%	51%	56%	63%	51%
No		bc		b			b	
	562	36	491	34	442	112	86	431
Maybe	35%	5%	83%	14%	37%	29%	26%	37%
			ac	a	b			a
	202	20	38	144	142	59	34	144
	13%	3%	6%	57%	12%	15%	10%	12%
			a	ab				

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 107

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	3378	1089	1007	1282	1733	1645	558	530	517	490	657	625	272	1684	1422
	73%	68%	74%	77%	73%	73%	68%	68%	74%	74%	77%	77%	66%	72%	77%
			a	a					ab	ab	ab	ab		a	ab
Irish	48	19	16	12	29	18	15	4	7	9	7	5	8	23	16
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
							b								
Gypsy, Traveller or Irish Traveller	6	2	1	3	4	2	2	-	-	1	2	1	2	1	3
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
Any other white background	169	80	42	47	78	90	35	44	14	28	29	18	19	94	56
	4%	5%	3%	3%	3%	4%	4%	6%	2%	4%	3%	2%	5%	4%	3%
		bc					cf	cef		cf					
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	70	24	20	27	31	39	11	13	9	11	12	15	5	34	32
	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%
White and Black African	68	29	25	14	29	40	10	18	11	14	7	7	4	48	16
	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%
		c	c					ef						c	
White and Asian	83	34	22	27	48	34	22	12	12	10	14	12	12	43	28
	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	3%	2%	2%
Any other mixed/ multiple ethnic background	37	10	13	14	14	23	4	6	3	10	7	7	5	16	17
	1%	1%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%
										c					
ASIAN AND BRITISH ASIAN															
Indian	111	44	34	34	50	62	22	21	15	18	12	22	8	66	37
	2%	3%	2%	2%	2%	3%	3%	3%	2%	3%	1%	3%	2%	3%	2%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 107

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Pakistani	129	51	25	53	74	55	24	27	11	13	38	15	11	63	55
	3%	3%	2%	3%	3%	2%	3%	4%	2%	2%	4%	2%	3%	3%	3%
		b		b				c			cdf				
Bangladeshi	50	16	12	21	29	21	8	8	10	3	11	10	7	20	23
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Any other Asian background	31	12	15	4	12	19	5	7	6	8	-	4	6	20	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			c				e	e	e	e			c		
BLACK AND BLACK BRITISH															
Caribbean	32	13	7	12	14	18	6	7	2	5	6	6	4	14	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
African	39	17	10	12	25	14	10	7	8	1	6	6	3	23	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							d		d						
Any other Black/ African/ Caribbean background	268	125	79	64	141	127	59	65	53	26	28	35	38	158	72
	6%	8%	6%	4%	6%	6%	7%	8%	8%	4%	3%	4%	9%	7%	4%
		bc	c				def	def	def				c	c	
OTHER ETHNIC GROUP															
Arab	19	10	5	4	11	8	9	2	2	3	1	3	2	13	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							e								
Any other ethnic background	18	2	9	7	9	9	2	-	4	5	3	4	-	11	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			a						b	b					
Prefer not to say	21	3	9	9	16	5	2	1	7	2	6	3	2	7	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					b				b						

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 107

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	3378	2816	283	179	101	962	925	713	778	1826	505	1472	160	2321	1057
	73%	72%	82%	86%	71%	71%	70%	80%	75%	74%	71%	69%	68%	73%	75%
			ad	abd				abd	ab	c				c	cd
Irish	48	26	1	*	21	24	14	5	5	30	7	25	3	37	11
	1%	1%	*%	*%	15%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%
					abc	cd									
Gypsy, Traveller or Irish Traveller	6	6	-	*	-	1	3	1	1	3	-	1	2	4	2
	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	*%	1%	*%	*%
													abcef		
Any other white background	169	154	7	3	4	32	43	44	50	58	24	54	3	86	83
	4%	4%	2%	1%	3%	2%	3%	5%	5%	2%	3%	3%	1%	3%	6%
		bc						a	a						abcde
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	70	65	2	2	1	21	16	10	24	40	9	27	5	45	25
	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%
									c						
White and Black African	68	60	2	3	4	22	24	14	8	44	13	42	3	57	11
	1%	2%	1%	1%	3%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%
					b					f	f	f		f	
White and Asian	83	67	11	3	2	34	24	12	12	41	12	40	4	59	23
	2%	2%	3%	1%	1%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%
			ac			d									
Any other mixed/ multiple ethnic background	37	35	1	2	1	14	10	5	9	20	7	22	1	27	11
	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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
ASIAN AND BRITISH ASIAN															
Indian	111 2%	102 3%	6 2%	2 1%	2 1%	50 4%	34 3%	12 1%	16 2%	67 3%	19 3%	70 3%	10 4%	89 3%	22 2%
		c				cd				f		f	f	f	
Pakistani	129 3%	121 3%	6 2%	* *%	2 1%	27 2%	48 4%	12 1%	42 4%	77 3%	19 3%	81 4%	8 3%	101 3%	29 2%
		c	c		c		ac		ac			f			
Bangladeshi	50 1%	47 1%	1 *%	2 1%	- -%	19 1%	17 1%	10 1%	4 *%	30 1%	6 1%	27 1%	3 1%	40 1%	10 1%
		b		b		d	d								
Any other Asian background	31 1%	28 1%	2 *%	* *%	1 *%	8 1%	17 1%	2 *%	4 *%	15 1%	3 *%	17 1%	2 1%	20 1%	11 1%
						c									
BLACK AND BLACK BRITISH															
Caribbean	32 1%	30 1%	2 1%	* *%	- -%	14 1%	11 1%	2 *%	5 *%	21 1%	5 1%	20 1%	2 1%	24 1%	8 1%
						c									
African	39 1%	37 1%	1 *%	1 *%	* *%	12 1%	10 1%	9 1%	8 1%	23 1%	5 1%	28 1%	4 2%	31 1%	8 1%
Any other Black/ African/ Caribbean background	268 6%	238 6%	17 5%	8 4%	5 3%	90 7%	94 7%	30 3%	54 5%	144 6%	61 9%	160 8%	22 9%	198 6%	70 5%
		cd				c	c				aef	af	f		
OTHER ETHNIC GROUP															
Arab	19 *%	18 *%	- -%	1 *%	* *%	10 1%	5 *%	3 *%	2 *%	11 *%	6 1%	12 1%	2 1%	14 *%	5 *%
Any other ethnic background	18 *%	16 *%	1 *%	1 *%	* *%	10 1%	2 *%	2 *%	3 *%	11 *%	3 *%	10 *%	- -%	13 *%	5 *%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Prefer not to say	21	19	1	1	-	8	4	3	6	8	1	12	-	12	9
	*%	*%	*%	*%	-%	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 FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 107

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	3378	787	600	1092	2286	265	983	1009	2369	1442	1614	1883	1152	343
	73%	69%	70%	70%	75% abc	70%	67%	67%	76% abc	72%	77% a	71%	77% ac	72%
Irish	48	16	11	20	28	3	15	15	32	25	14	34	10	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	6	-	-	-	6	-	4	4	2	1	4	-	5	1
	*0%	-%	-%	-%	*0%	-%	*%	*%	*0%	*0%	*%	-%	*% a	*% a
Any other white background	169	32	14	39	130	4	38	38	131	49	91	79	64	26
	4%	3%	2%	3%	4% bc	1%	3%	3%	4% abc	2%	4% a	3%	4%	5% a
MIXED/ MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	70	20	17	27	43	8	23	23	47	34	29	32	29	10
	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%
White and Black African	68	24	16	31	38	4	29	29	40	40	22	40	23	6
	1%	2%	2%	2%	1%	1%	2%	2%	1%	2% b	1%	2%	2%	1%
White and Asian	83	22	15	29	53	6	32	32	51	34	37	43	33	7
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
Any other mixed/ multiple ethnic background	37	8	8	11	26	4	12	12	25	20	12	21	10	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN														
Indian	111	36	25	47	64	19	54	55	57	57	44	80	19	13
	2%	3%	3%	3%	2%	5% d	4% d	4% d	2%	3%	2%	3% b	1%	3%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 107

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Pakistani	129	45	26	55	74	15	51	55	74	78	38	92	28	9
	3%	4%	3%	4%	2%	4%	3%	4%	2%	4%	2%	4%	2%	2%
		d						d		b		b		
Bangladeshi	50	10	14	19	30	2	22	22	27	33	9	32	11	7
	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
										b	*			
Any other Asian background	31	8	5	9	22	5	14	14	17	9	15	15	14	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
										*				
BLACK AND BLACK BRITISH														
Caribbean	32	16	10	17	15	6	18	18	14	14	12	20	9	3
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
		d				d	d	d						
African	39	12	14	18	21	1	16	16	23	23	11	26	7	5
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			d										*	
Any other Black/ African/ Caribbean background	268	83	56	107	160	31	126	128	139	114	110	185	58	26
	6%	7%	7%	7%	5%	8%	9%	9%	4%	6%	5%	7%	4%	5%
		d		d		d	d	d				b		
OTHER ETHNIC GROUP														
Arab	19	10	2	10	9	2	7	7	12	12	5	15	4	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		d												
Any other ethnic background	18	3	5	7	11	3	10	10	8	12	4	13	4	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	21	3	5	7	14	1	6	6	15	11	7	13	5	3
	1%	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 - a,b,c

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
WHITE								
English/ Welsh/ Scottish/ Northern Irish/ British	3378	1565	1274	539	3378	-	823	2380
	73%	70%	77%	73%	94%	-%	82%	72%
			a		b		b	
Irish	48	33	10	5	48	-	10	36
	1%	1%	1%	1%	1%	-%	1%	1%
		b			b			
Gypsy, Traveller or Irish Traveller	6	-	5	1	6	-	4	2
	*%	-%	*%	*%	*%	-%	*%	*%
			a				b	
Any other white background	169	58	73	38	169	-	30	126
	4%	3%	4%	5%	5%	-%	3%	4%
			a	a	b			
MIXED/ MULTIPLE ETHNIC GROUPS								
White and Black Caribbean	70	29	29	12	-	70	21	39
	2%	1%	2%	2%	-%	7%	2%	1%
						a		
White and Black African	68	40	22	6	-	68	7	60
	1%	2%	1%	1%	-%	7%	1%	2%
						a		a
White and Asian	83	34	35	14	-	83	13	58
	2%	2%	2%	2%	-%	9%	1%	2%
						a		
Any other mixed/ multiple ethnic background	37	16	15	7	-	37	12	25
	1%	1%	1%	1%	-%	4%	1%	1%
						a		

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
ASIAN AND BRITISH ASIAN								
Indian	111 2%	71 3% b	27 2%	13 2%	- -%	111 12% a	9 1%	91 3% a
Pakistani	129 3%	78 4% b	37 2%	14 2%	- -%	129 14% a	18 2%	95 3%
Bangladeshi	50 1%	23 1%	16 1%	11 1%	- -%	50 5% a	9 1%	38 1%
Any other Asian background	31 1%	18 1%	7 *%	6 1%	- -%	31 3% a	3 *%	28 1%
BLACK AND BLACK BRITISH								
Caribbean	32 1%	17 1%	9 1%	6 1%	- -%	32 3% a	6 1%	23 1%
African	39 1%	20 1%	12 1%	6 1%	- -%	39 4% a	9 1%	26 1%
Any other Black/ African/ Caribbean background	268 6%	171 8% b	53 3%	44 6% b	- -%	268 28% a	20 2%	239 7% a
OTHER ETHNIC GROUP								
Arab	19 *%	13 1%	3 *%	3 *%	- -%	19 2% a	2 *%	15 *%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	
	Total	YES	NO	MAYBE	WHITE	ETHNIC MINORITY GROUP	YES	NO
Significance Level: 95%		a	b	c	a	b	a	b
Unweighted total	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Any other ethnic background	18	10	6	3	-	18	-	13
	*%	*%	*%	*%	-%	2% a	-%	*%
Prefer not to say	21	10	8	3	-	-	2	18
	*%	*%	1%	*%	-%	-%	*%	1%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Hearing? Poor hearing, partial hearing, or are deaf	108 2%	41 3%	26 2%	41 2%	56 2%	52 2%	20 2%	21 3%	13 2%	12 2%	22 3%	19 2%	7 2%	54 2%	46 3%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	172 4%	58 4%	57 4%	57 3%	84 4%	88 4%	32 4%	26 3%	31 4%	26 4%	21 2%	36 4%	7 2%	101 4% a	64 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	104 2%	37 2%	31 2%	36 2%	55 2%	49 2%	17 2%	20 3%	15 2%	16 2%	23 3%	13 2%	12 3%	54 2%	38 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	83 2%	28 2%	21 2%	34 2%	47 2%	36 2%	16 2%	11 1%	11 2%	10 1%	19 2%	15 2%	6 2%	40 2%	37 2%
Breathing? Breathlessness or chest pains	104 2%	31 2%	29 2%	44 3%	45 2%	60 3%	17 2%	14 2%	12 2%	17 3%	16 2%	28 4%	6 2%	45 2%	52 3%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	222 5%	63 4%	68 5%	90 5%	124 5%	98 4%	38 5%	26 3%	36 5%	33 5%	50 6% b	40 5%	15 4%	102 4%	105 6%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 108

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	381 8%	127 8%	106 8%	147 9%	220 9% b	160 7%	75 9%	52 7%	60 9%	46 7%	86 10% b	62 8%	28 7%	190 8%	163 9%
Mental health? Anxiety, depression, or trauma-related conditions, for example	291 6%	60 4%	84 6% a	147 9% ab	123 5%	168 7% a	30 4%	30 4%	39 6%	45 7% ab	54 6% ab	92 11% abcde	11 3%	117 5% a	163 9% ab
Other illnesses/ conditions which impact or limit their daily activities	102 2%	28 2%	26 2%	47 3%	43 2%	58 3%	14 2%	14 2%	9 1%	18 3%	20 2%	27 3% c	5 1%	46 2%	51 3%
Nothing – no impairments or conditions impact or limit their daily activities	3326 72%	1160 73% c	1018 75% c	1148 69%	1702 72%	1624 72%	583 71%	578 75% f	519 75% f	499 76% ef	600 70%	548 68%	311 75% c	1730 74% c	1285 70%
Prefer not to say	157 3%	49 3%	38 3%	70 4%	74 3%	83 4%	26 3%	23 3%	20 3%	17 3%	28 3%	42 5% cd	13 3%	69 3%	75 4%
Don't know	123 3%	54 3% c	40 3% c	28 2%	64 3%	59 3%	30 4% e	25 3% e	22 3% e	18 3%	12 1%	17 2%	19 5% c	70 3% c	33 2%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	c	d	e	f
Unweighted total	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Hearing? Poor hearing, partial hearing, or are deaf	108 2%	91 2%	6 2%	5 3%	5 4%	43 3% c	25 2%	14 2%	25 2%	62 3%	35 5% acef	63 3%	7 3%	81 3%	27 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	172 4%	145 4%	14 4%	8 4%	5 4%	59 4% b	29 2%	28 3%	55 5% bc	84 3%	34 5%	97 5%	11 5%	125 4%	47 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	104 2%	90 2%	6 2%	3 2%	4 3%	42 3% b	19 1%	21 2%	22 2%	60 2%	24 3%	61 3%	16 7% acef	77 2%	27 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	83 2%	70 2%	4 1%	4 2%	4 3%	34 3%	18 1%	12 1%	18 2%	50 2%	25 4% aef	57 3% f	10 4% f	65 2%	18 1%
Breathing? Breathlessness or chest pains	104 2%	92 2%	5 2%	5 2%	2 1%	33 2%	20 2%	16 2%	35 3% bc	58 2%	23 3%	61 3%	10 4%	73 2%	31 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	222 5%	199 5% c	12 3%	6 3%	5 4%	55 4%	47 4%	45 5%	75 7% ab	126 5%	40 6%	107 5%	14 6%	155 5%	67 5%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 108

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	381 8%	326 8%	26 8%	19 9%	10 7%	87 6%	88 7%	66 7%	140 14% abc	193 8%	55 8%	160 7%	20 8%	245 8%	136 10% ce
Mental health? Anxiety, depression, or trauma-related conditions, for example	291 6%	247 6%	23 7%	13 6%	8 6%	68 5%	63 5%	52 6%	108 10% abc	138 6%	47 7%	138 6%	10 4%	187 6%	104 7% a
Other illnesses/ conditions which impact or limit their daily activities	102 2%	89 2%	4 1%	4 2%	4 2%	21 2%	26 2%	20 2%	35 3% a	55 2%	18 3%	37 2%	6 3%	65 2%	37 3%
Nothing – no impairments or conditions impact or limit their daily activities	3326 72%	2815 72%	255 74%	150 72%	105 74%	1007 74% d	1021 78% acd	653 73% d	646 62%	1826 73%	510 72%	1512 71%	175 74%	2319 73%	1007 71%
Prefer not to say	157 3%	135 3%	11 3%	7 3%	5 3%	56 4% b	28 2%	30 3%	44 4% b	77 3%	23 3%	78 4%	4 2%	108 3%	49 3%
Don't know	123 3%	105 3%	10 3%	5 2%	3 2%	28 2%	29 2%	27 3%	40 4% a	69 3%	12 2%	57 3%	2 1%	88 3%	35 3%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		LIKE OR DISLIKE BBC		
		Total	CBEEBIES a	CBBC b	EITHER c	NEITHER d	WEBSITE a	IPLAYER/ CBBC b	EITHER c	NO d	YES a	NO b	LIKE a	NEUTRAL b
Significance Level: 95%														
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Hearing? Poor hearing, partial hearing, or are deaf	108	27	21	36	72	14	55	56	52	63	36	75	23	10
	2%	2%	2%	2%	2%	4%	4%	4%	2%	3%	2%	3%	2%	2%
						d	d	d		b		b		
Eyesight? Poor vision, colour blindness, partial sight, or are blind	172	42	37	64	108	30	74	78	94	95	61	98	55	19
	4%	4%	4%	4%	4%	8%	5%	5%	3%	5%	3%	4%	4%	4%
						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	104	26	21	38	66	19	57	58	45	61	27	70	25	8
	2%	2%	2%	2%	2%	5%	4%	4%	1%	3%	1%	3%	2%	2%
						d	d	d		b				
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	83	17	19	30	52	24	52	54	29	59	14	61	17	5
	2%	1%	2%	2%	2%	6%	4%	4%	1%	3%	1%	2%	1%	1%
						bcd	d	d		b		b		
Breathing? Breathlessness or chest pains	104	19	23	32	72	13	46	46	58	62	35	66	34	3
	2%	2%	3%	2%	2%	3%	3%	3%	2%	3%	2%	3%	2%	1%
							d	d		b		c	c	

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 108

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 WATCHES BBC CHILDREN'S CHANNELS				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES		LIKE OR DISLIKE BBC		
		WEEKLY								BITESIZE				
	Total	CBEEBIES	CBBC	EITHER	NEITHER	WEBSITE	IPLAYER/ CBBC	EITHER	NO	YES	NO			
Significance Level: 95%		a	b	c	d	a	b	c	d	a	b	a	b	c
Unweighted total	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	222 5%	62 5%	63 7% d	92 6% d	130 4%	40 10% bcd	83 6%	85 6%	137 4%	106 5%	96 5%	122 5%	75 5%	25 5%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	381 8%	94 8%	72 8%	124 8%	256 8%	31 8%	100 7%	101 7%	280 9% bc	171 8%	170 8%	190 7%	133 9%	57 12% a
Mental health? Anxiety, depression, or trauma-related conditions, for example	291 6%	53 5%	52 6%	84 5%	207 7% a	33 9%	95 6%	99 7%	192 6%	145 7%	118 6%	156 6%	105 7%	29 6%
Other illnesses/ conditions which impact or limit their daily activities	102 2%	26 2%	16 2%	33 2%	69 2%	6 2%	30 2%	30 2%	72 2%	51 3%	40 2%	60 2%	33 2%	8 2%
Nothing – no impairments or conditions impact or limit their daily activities	3326 72%	845 74%	596 70%	1126 72%	2200 72%	247 65%	998 68%	1018 68%	2308 74% abc	1386 69%	1590 76% a	1914 73%	1072 72%	340 71%
Prefer not to say	157 3%	35 3%	31 4%	53 3%	104 3%	15 4%	59 4%	61 4%	97 3%	67 3%	68 3%	83 3%	52 3%	22 5%
Don't know	123 3%	32 3%	27 3%	47 3%	76 2%	6 1%	45 3%	47 3%	77 2%	49 2%	47 2%	77 3%	33 2%	13 3%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Hearing? Poor hearing, partial hearing, or are deaf	108	73	27	8	89	19	108	-
	2%	3%	2%	1%	2%	2%	11%	-%
		bc					b	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	172	83	61	28	144	26	172	-
	4%	4%	4%	4%	4%	3%	17%	-%
							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	104	65	28	11	87	17	104	-
	2%	3%	2%	1%	2%	2%	10%	-%
		b					b	
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	83	54	21	8	63	18	83	-
	2%	2%	1%	1%	2%	2%	8%	-%
		bc					b	
Breathing? Breathlessness or chest pains	104	64	29	11	76	26	104	-
	2%	3%	2%	2%	2%	3%	10%	-%
		b					b	

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	222 5%	111 5%	77 5%	35 5%	195 5% b	25 3%	222 22% b	- -%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	381 8%	169 8%	147 9%	65 9%	344 10% b	36 4%	381 38% b	- -%
Mental health? Anxiety, depression, or trauma-related conditions, for example	291 6%	136 6%	110 7%	46 6%	265 7% b	24 3%	291 29% b	- -%
Other illnesses/ conditions which impact or limit their daily activities	102 2%	55 2%	30 2%	17 2%	88 2%	13 1%	102 10% b	- -%
Nothing – no impairments or conditions impact or limit their daily activities	3326 72%	1593 72%	1200 73%	533 73%	2544 71%	751 79% a	- -%	3326 100% a
Prefer not to say	157 3%	69 3%	61 4%	27 4%	99 3%	45 5% a	- -%	- -%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Don't know	123	55	47	22	91	30	-	-
	3%	2%	3%	3%	3%	3%	-%	-%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Up to £199 per week / Up to £10,399 per year	321 7%	121 8%	77 6%	123 7%	161 7%	160 7%	65 8%	57 7%	32 5%	45 7%	64 8%	58 7%	34 8%	150 6%	138 7%
							c	c			c				
From £200 to £299 per week / From £10,400 to £15,599 per year	379 8%	141 9%	101 7%	137 8%	203 9%	176 8%	73 9%	68 9%	58 8%	43 7%	72 8%	65 8%	35 8%	194 8%	151 8%
From £300 to £499 per week / From £15,600 to £25,999 per year	767 17%	259 16%	206 15%	301 18%	422 18%	345 15%	136 17%	123 16%	120 17%	86 13%	166 19%	135 17%	66 16%	373 16%	327 18%
					b				d		d				
From £500 to £699 per week / From £26,000 to £36,399 per year	882 19%	288 18%	286 21%	308 19%	443 19%	439 20%	145 18%	143 18%	134 19%	151 23%	163 19%	145 18%	81 20%	455 19%	345 19%
										af					
From £700 to £999 per week / From £36,400 to £51,999 per year	904 20%	323 20%	282 21%	299 18%	475 20%	429 19%	171 21%	152 20%	149 21%	133 20%	155 18%	144 18%	74 18%	499 21%	331 18%
														c	
£1,000 to £1,499 per week/ From £52,000 to £77,999 per year	628 14%	228 14%	196 14%	204 12%	298 13%	329 15%	110 13%	118 15%	103 15%	93 14%	85 10%	119 15%	58 14%	329 14%	241 13%
								e	e	e		e			
£1,500 and above per week/ £78,000 and above per year	424 9%	121 8%	142 10%	161 10%	218 9%	206 9%	66 8%	55 7%	67 10%	76 11%	85 10%	75 9%	30 7%	217 9%	178 10%
			a							ab					

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted total	4607	1557	1527	1523	2295	2312	780	777	760	767	755	768	450	2452	1705
Effective Weighted Sample	3631	1261	1200	1195	1815	1819	631	631	599	603	597	598	360	1949	1340
Total	4607	1591	1356	1660	2366	2241	816	775	696	659	853	807	412	2349	1846
Don't know	112	45	18	49	53	58	20	25	8	10	26	24	18	41	52
	2%	3%	1%	3%	2%	3%	2%	3%	1%	2%	3%	3%	4%	2%	3%
		b		b				c			c	c	b		b
Prefer not to say	190	65	48	78	92	98	30	34	26	22	36	42	16	91	83
	4%	4%	4%	5%	4%	4%	4%	4%	4%	3%	4%	5%	4%	4%	4%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q39. Which one of these bands describes your total household income before tax or any other deductions are made? (RESPONSES FROM PARENT FOR 3-16 YEAR OLDS) (SINGLE CODE)

Base : All respondents

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Up to £199 per week / Up to £10,399 per year	321 7%	277 7%	22 6%	13 6%	10 7%	39 3%	52 4%	51 6% a	180 17% abc	162 7%	48 7%	147 7%	15 6%	213 7%	109 8%
From £200 to £299 per week / From £10,400 to £15,599 per year	379 8%	320 8%	32 9%	14 7%	13 9%	54 4%	80 6% a	71 8% a	174 17% abc	185 7% bd	34 5%	164 8% bd	8 3%	246 8% bd	133 9% bd
From £300 to £499 per week / From £15,600 to £25,999 per year	767 17%	654 17%	51 15%	40 19% b	22 15%	112 8%	217 16% a	160 18% a	278 27% abc	376 15% b	79 11%	327 15% b	35 15%	506 16% b	261 19% abce
From £500 to £699 per week / From £26,000 to £36,399 per year	882 19%	744 19%	66 19%	39 19%	32 22%	204 15%	310 24% ad	187 21% a	181 17%	470 19%	125 18%	440 21%	34 15%	619 19%	262 19%
From £700 to £999 per week / From £36,400 to £51,999 per year	904 20%	768 20%	62 18%	42 20%	32 22%	282 21% d	296 23% d	229 26% ad	97 9%	537 22% f	160 23% f	431 20%	42 18%	660 21% f	245 17%
£1,000 to £1,499 per week/ From £52,000 to £77,999 per year	628 14%	526 13%	56 16%	28 13%	19 13%	294 22% bcd	206 16% cd	101 11% d	27 3%	369 15% f	122 17% cf	287 13%	51 22% acef	458 14%	170 12%
£1,500 and above per week/ £78,000 and above per year	424 9%	362 9%	35 10%	15 7%	13 9%	311 23% bcd	77 6% cd	34 4% d	3 *% f	250 10% f	108 15% acef	241 11% f	42 18% acef	328 10% f	97 7%

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 109

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	3075	612	596	324	1453	968	1152	1024	2452	723	2136	234	3166	1441
Effective Weighted Sample	3631	2783	578	583	298	1182	784	954	869	1938	564	1685	183	2498	1133
Total	4607	3911	346	208	143	1364	1313	894	1037	2484	709	2136	235	3198	1409
Don't know	112	94	9	7	1	27	26	15	45	49	17	46	2	68	43
	2%	2%	3%	3%	1%	2%	2%	2%	4%	2%	2%	2%	1%	2%	3%
				d					abc						
Prefer not to say	190	166	13	9	2	41	50	47	53	85	16	54	7	101	89
	4%	4%	4%	4%	2%	3%	4%	5%	5%	3%	2%	3%	3%	3%	6%
		d		d				a	a						abce

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 109

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Up to £199 per week / Up to £10,399 per year	321 7%	80 7%	52 6%	105 7%	217 7%	27 7%	106 7%	111 7%	210 7%	140 7%	140 7%	163 6%	113 8%	46 10% a
From £200 to £299 per week / From £10,400 to £15,599 per year	379 8%	88 8%	60 7%	121 8%	258 8%	21 6%	117 8%	119 8%	260 8%	162 8%	163 8%	206 8%	119 8%	54 11% ab
From £300 to £499 per week / From £15,600 to £25,999 per year	767 17%	185 16%	118 14%	233 15%	534 18% bc	52 14%	220 15%	224 15%	543 17%	342 17%	341 16%	400 15%	268 18% a	99 21% a
From £500 to £699 per week / From £26,000 to £36,399 per year	882 19%	192 17%	171 20%	290 19%	591 19%	73 19%	289 20%	292 20%	589 19%	387 19%	404 19%	497 19%	299 20%	86 18%
From £700 to £999 per week / From £36,400 to £51,999 per year	904 20%	242 21%	182 21%	332 21%	572 19%	73 19%	296 20%	303 20%	601 19%	389 19%	436 21%	561 21% bc	262 18%	81 17%
£1,000 to £1,499 per week/ From £52,000 to £77,999 per year	628 14%	181 16% d	130 15%	234 15%	393 13%	56 15%	204 14%	208 14%	419 13%	271 13%	294 14%	377 14% c	200 13%	51 11%
£1,500 and above per week/ £78,000 and above per year	424 9%	105 9%	94 11%	153 10%	271 9%	59 15% d	171 12% d	174 12% d	250 8%	227 11% b	168 8%	305 12% bc	103 7% c	17 3%

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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 WATCHES BBC CHILDREN'S CHANNELS									CHILD EVER USES				
	WEEKLY					CHILD WATCHES NEWSROUND WEEKLY				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	4607	1155	875	1585	3022	385	1512	1547	3060	2017	2073	2612	1497	498
Effective Weighted Sample	3631	931	694	1271	2362	303	1190	1217	2415	1581	1638	2057	1179	397
Total	4607	1144	851	1559	3048	381	1467	1499	3108	2015	2092	2634	1494	479
Don't know	112	34	18	39	73	10	34	35	77	48	38	55	40	17
	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	4%
Prefer not to say	190	37	27	50	140	10	30	32	158	51	107	71	90	30
	4%	3%	3%	3%	5%	3%	2%	2%	5%	3%	5%	3%	6%	6%
					c				bc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
Up to £199 per week / Up to £10,399 per year	321 7%	144 6%	122 7%	55 7%	252 7%	69 7%	117 12% b	180 5%
From £200 to £299 per week / From £10,400 to £15,599 per year	379 8%	158 7%	163 10% a	59 8%	292 8%	83 9%	138 14% b	217 7%
From £300 to £499 per week / From £15,600 to £25,999 per year	767 17%	337 15%	307 19% a	122 17%	597 17%	167 17%	229 23% b	507 15%
From £500 to £699 per week / From £26,000 to £36,399 per year	882 19%	417 19%	330 20%	135 18%	671 19%	198 21%	165 16%	666 20% a
From £700 to £999 per week / From £36,400 to £51,999 per year	904 20%	460 21% b	294 18%	151 21%	733 20% b	156 16%	156 16%	714 21% a
£1,000 to £1,499 per week/ From £52,000 to £77,999 per year	628 14%	337 15% bc	208 13%	83 11%	508 14%	120 13%	94 9%	495 15% a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	4607	2210	1679	718	3686	877	995	3325
Effective Weighted Sample	3631	1745	1325	562	2870	727	792	2606
Total	4607	2220	1654	733	3601	955	1001	3326
£1,500 and above per week/ £78,000 and above per year	424	271	101	52	336	85	45	361
	9%	12%	6%	7%	9%	9%	5%	11%
		bc						a
Don't know	112	43	45	24	73	35	27	68
	2%	2%	3%	3%	2%	4%	3%	2%
						a		
Prefer not to say	190	54	83	53	139	42	30	116
	4%	2%	5%	7%	4%	4%	3%	3%
			a	a				

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

	Total	CHILD'S AGE			GENDER OF CHILD		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	3050	-	1527	1523	1515	1535	-	-	760	767	755	768	-	1345	1705
Effective Weighted Sample	2370	-	1200	1195	1184	1188	-	-	599	603	597	598	-	1056	1340
Total	3016	-	1356	1660	1550	1466	-	-	696	659	853	807	-	1170	1846
A lot	353	-	163	191	201	152	-	-	91	72	111	80	-	153	201
	12%	~a	12%	11%	13%	10%	~a	~b	13%	11%	13%	10%	~a	13%	11%
					b										
A little	1133	-	682	451	584	549	-	-	354	328	230	221	-	616	517
	38%	~a	50%	27%	38%	37%	~a	~b	51%	50%	27%	27%	~a	53%	28%
			c						ef	ef				c	
None	1530	-	511	1019	764	765	-	-	251	259	513	506	-	401	1128
	51%	~a	38%	61%	49%	52%	~a	~b	36%	39%	60%	63%	~a	34%	61%
				b							cd	cd			b

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 110

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

	Total	NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				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	3050	2046	386	397	221	967	608	793	680	1492	531	1492	177	2063	987
Effective Weighted Sample	2370	1818	360	385	200	793	486	654	582	1159	412	1158	136	1599	772
Total	3016	2560	222	138	96	897	861	592	666	1502	514	1478	175	2058	958
A lot	353	293	30	16	14	141	60	70	82	191	93	233	33	278	76
	12%	11%	13%	12%	15%	16%	7%	12%	12%	13%	18%	16%	19%	13%	8%
						bc		b	b	f	aef	af	af	f	
A little	1133	962	85	53	33	324	343	210	256	577	179	571	61	775	358
	38%	38%	38%	39%	34%	36%	40%	36%	38%	38%	35%	39%	35%	38%	37%
None	1530	1305	108	68	49	432	458	311	328	733	242	674	81	1006	524
	51%	51%	49%	50%	51%	48%	53%	53%	49%	49%	47%	46%	46%	49%	55%
															abce

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

BBC CHILDREN'S TRACKER YEAR FOUR - WAVE ONE AND TWO - NOVEMBER-DECEMBER 2023 AND MARCH 2024.

Table 110

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

Q40. How much help did your child receive in completing the questions today? (RESPONSES FROM PARENT FOR 8-16 YEAR OLDS) (SINGLE CODE)

Base : All parents of 8-16 year olds

		CHILD WATCHES BBC CHILDREN'S CHANNELS WEEKLY				CHILD WATCHES NEWSROUND WEEKLY				CHILD EVER USES BITESIZE		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	3050	479	557	805	2245	306	1094	1125	1925	1633	1295	1717	1027	306
Effective Weighted Sample	2370	380	438	636	1736	239	852	876	1496	1268	1007	1328	804	239
Total	3016	457	532	770	2246	303	1042	1071	1945	1618	1275	1702	1031	283
A lot	353	86	75	131	222	50	204	207	146	231	107	261	75	18
	12%	19%	14%	17%	10%	16%	20%	19%	8%	14%	8%	15%	7%	6%
		d	d	d		d	d	d		b		bc		
A little	1133	210	217	325	808	124	412	423	710	590	479	632	405	96
	38%	46%	41%	42%	36%	41%	40%	40%	36%	36%	38%	37%	39%	34%
		d		d										
None	1530	161	240	313	1216	130	425	441	1089	797	689	809	551	169
	51%	35%	45%	41%	54%	43%	41%	41%	56%	49%	54%	48%	53%	60%
			a		abc				abc		a		a	a

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

OFCOM INTERNAL DATA TABLES - NOT FOR PUBLICATION

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	3050	1489	1083	478	2491	527	674	2186
Effective Weighted Sample	2370	1158	846	367	1916	428	534	1684
Total	3016	1476	1059	481	2411	567	674	2166
A lot	353	258	70	26	264	83	117	196
	12%	17%	7%	5%	11%	15%	17%	9%
		bc				a	b	
A little	1133	551	386	195	883	242	276	787
	38%	37%	36%	41%	37%	43%	41%	36%
						a		
None	1530	666	603	260	1264	243	281	1182
	51%	45%	57%	54%	52%	43%	42%	55%
			a	a	b			a

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