

OFCOM BBC TEENS TRACKER 2020 AND 2021. November to December 2020 and March 2021.

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Base : Those who have listened to Spotify in the past month (and who were selected to answer this question)	
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Base : All parent/ guardian respondents	
FINANCIAL VULNERABILITY	347
Base : Those where it is possible to calculate the Financial Vulnerability Index	

REGION/ NATION

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
NORTH OF ENGLAND	503	170	196	137	245	258	503	-	-	-	104	138	98	163
	25%	28%	24%	23%	25%	25%	30% bcd	-%	-%	-%	21%	24%	24%	31% abc
MIDLANDS	346	94	147	104	168	178	346	-	-	-	73	94	78	99
	17%	16%	18%	17%	17%	18%	21% bcd	-%	-%	-%	15%	16%	19%	19%
SOUTH OF ENGLAND	812	240	322	249	403	408	812	-	-	-	230	245	155	174
	41%	40%	40%	42%	41%	40%	49% bcd	-%	-%	-%	47% cd	43% d	38%	33%
SCOTLAND	180	51	73	56	89	91	-	180	-	-	43	57	35	45
	9%	8%	9%	9%	9%	9%	-%	100% acd	-%	-%	9%	10%	9%	9%
WALES	100	28	36	36	48	52	-	-	100	-	18	23	26	34
	5%	5%	5%	6%	5%	5%	-%	-%	100% abd	-%	4%	4%	6%	6%
NORTHERN IRELAND	60	17	26	17	30	30	-	-	-	60	17	18	13	11
	3%	3%	3%	3%	3%	3%	-%	-%	-%	100% abc	4%	3%	3%	2%

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

REGION/ NATION

Base : All parent/ guardian respondents

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
NORTH OF ENGLAND	503	224	169	68	427	72	441	62	269	217	94	275	213
	25%	28% c	24%	20%	26%	21%	25%	30%	24%	27%	24%	27% b	22%
MIDLANDS	346	150	121	47	270	71	318	28	192	139	63	154	185
	17%	19%	17%	14%	16%	21%	18%	13%	17%	18%	16%	15%	19% a
SOUTH OF ENGLAND	812	296	285	171	633	169	733	78	490	298	172	398	407
	41%	37%	40%	51% ab	39%	50% a	41%	38%	43% b	38%	44%	39%	43%
SCOTLAND	180	61	70	34	160	20	161	19	106	66	36	109	69
	9%	8%	10%	10%	10% b	6%	9%	9%	9%	8%	9%	11% b	7%
WALES	100	43	43	9	94	6	88	12	46	48	17	48	51
	5%	5%	6% c	3%	6% b	2%	5%	6%	4%	6%	4%	5%	5%
NORTHERN IRELAND	60	21	25	8	57	2	54	6	35	24	12	32	28
	3%	3%	4%	2%	4% b	1%	3%	3%	3%	3%	3%	3%	3%

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

S1. What is the total number of people in your household – including yourself, any other adults and any children?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
2	113 6%	24 4%	45 6%	44 7% a	59 6%	54 5%	93 6%	15 8% cd	4 4%	2 3%	14 3%	43 8% ac	14 4%	41 8% ac
3	443 22%	135 22%	184 23%	124 21%	227 23%	216 21%	366 22%	37 21%	30 30% abd	10 17%	94 19%	139 24%	100 25%	108 21%
4	799 40%	234 39%	338 42%	228 38%	384 39%	415 41%	653 39%	80 45%	37 37%	28 47% ac	231 48% bd	237 41% d	166 41% d	160 30%
5 or more	645 32%	207 35%	233 29%	205 34%	311 32%	333 33%	548 33% b	47 26%	30 30%	20 33%	146 30%	156 27%	123 31%	216 41% abc
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number in household	4.1	4.3 b	4.1	4.1	4.1	4.2	4.2	4.1	4.0	4.2	4.2 b	4.0	4.1	4.3 abc
Standard deviation	1.18	1.27	1.09	1.18	1.16	1.19	1.18	1.26	1.06	1.01	1.04	1.09	1.03	1.43
Standard error	.03	.05	.04	.05	.04	.04	.03	.08	.07	.06	.04	.05	.05	.07

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

S1. What is the total number of people in your household – including yourself, any other adults and any children?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
2	113	16	82	8	100	11	94	19	48	58	14	67	43
	6%	2%	11%	2%	6%	3%	5%	9%	4%	7%	3%	7%	5%
			ac					a		ac			
3	443	113	243	48	377	61	399	45	230	198	87	239	196
	22%	14%	34%	14%	23%	18%	22%	22%	20%	25%	22%	24%	21%
			ac							a			
4	799	263	292	179	659	133	720	79	471	302	152	410	379
	40%	33%	41%	53%	40%	39%	40%	39%	41%	38%	39%	40%	40%
			a	ab									
5 or more	645	403	96	102	506	135	583	62	388	235	141	299	335
	32%	51%	13%	30%	31%	40%	32%	30%	34%	30%	36%	29%	35%
		bc		b		a							a
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mean number in household	4.1	4.6	3.6	4.2	4.1	4.4	4.2	4.1	4.2	4.1	4.3	4.1	4.2
		bc		b		a			b		b		a
Standard deviation	1.18	1.22	.86	1.01	1.16	1.25	1.17	1.21	1.15	1.20	1.15	1.19	1.17
Standard error	.03	.04	.03	.05	.03	.07	.03	.09	.03	.04	.06	.04	.04

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

S2. What is the total number of children aged under 18 in your household for whom you are the parent or guardian?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
1	563	129	220	214	303	260	466	55	29	13	132	173	115	141
	28%	22%	27%	36%	31%	26%	28%	30%	29%	22%	27%	30%	29%	27%
			a	ab	b			d						
2	844	269	360	215	401	443	698	77	41	28	225	248	186	181
	42%	45%	45%	36%	41%	44%	42%	43%	41%	47%	46%	43%	46%	34%
		c	c								d	d	d	
3	392	121	156	114	202	190	324	32	20	15	86	118	76	110
	20%	20%	20%	19%	21%	19%	20%	18%	20%	25%	18%	21%	19%	21%
4	154	60	49	46	58	96	135	9	7	2	32	29	22	71
	8%	10%	6%	8%	6%	9%	8%	5%	7%	4%	7%	5%	5%	14%
		b				a	d							abc
5 or more	47	21	16	10	17	29	36	7	2	1	10	8	5	23
	2%	3%	2%	2%	2%	3%	2%	4%	2%	2%	2%	1%	1%	4%
														bc
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number of children	2.2	2.3	2.1	2.0	2.1	2.2	2.2	2.1	2.1	2.2	2.1	2.0	2.0	2.4
		bc				a								abc
Standard deviation	1.06	1.12	.99	1.06	1.02	1.09	1.06	1.13	.99	.91	1.02	.92	.90	1.27
Standard error	.02	.05	.03	.04	.03	.03	.03	.07	.06	.06	.04	.04	.05	.06

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

S2. What is the total number of children aged under 18 in your household for whom you are the parent or guardian?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
1	563	96	341	79	483	73	502	61	284	259	86	301	247
	28%	12%	48%	23%	29%	22%	28%	30%	25%	33%	22%	30%	26%
			ac	a	b					ac			
2	844	312	291	177	700	136	760	84	497	318	173	437	396
	42%	39%	41%	52%	43%	40%	42%	41%	44%	40%	44%	43%	42%
				ab									
3	392	231	81	58	309	82	353	39	233	148	84	186	202
	20%	29%	11%	17%	19%	24%	20%	19%	20%	19%	21%	18%	21%
		bc		b		a							
4	154	118	-	20	120	32	136	18	92	55	39	74	79
	8%	15%	-%	6%	7%	9%	8%	9%	8%	7%	10%	7%	8%
		bc		b									
5 or more	47	38	-	4	30	16	44	2	31	13	12	17	30
	2%	5%	-%	1%	2%	5%	2%	1%	3%	2%	3%	2%	3%
		bc		b		a							
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mean number of children	2.2	2.6	1.6	2.1	2.1	2.4	2.2	2.1	2.2	2.1	2.3	2.1	2.2
		bc		b		a			b		b		a
Standard deviation	1.06	1.10	.68	.97	1.02	1.19	1.07	.97	1.07	1.01	1.06	1.02	1.09
Standard error	.02	.04	.02	.05	.02	.07	.02	.07	.03	.04	.05	.03	.03

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

AGE OF CHILD INTERVIEWED

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
AGED 11	200	200	-	-	103	97	175	8	11	6	39	44	50	67
	10%	33%	-%	-%	10%	10%	11%	5%	11%	9%	8%	8%	12%	13%
		bc					b		b	b			ab	ab
AGED 12	400	400	-	-	188	212	329	43	17	11	92	125	68	113
	20%	67%	-%	-%	19%	21%	20%	24%	17%	19%	19%	22%	17%	21%
		bc												
AGED 13	400	-	400	-	206	194	330	40	16	13	99	113	76	110
	20%	-%	50%	-%	21%	19%	20%	22%	16%	22%	20%	20%	19%	21%
			ac											
AGED 14	400	-	400	-	192	208	335	33	20	13	100	116	89	94
	20%	-%	50%	-%	20%	20%	20%	18%	20%	21%	21%	20%	22%	18%
			ac											
AGED 15	400	-	-	400	198	202	323	45	21	10	98	128	78	95
	20%	-%	-%	67%	20%	20%	19%	25%	21%	17%	20%	22%	19%	18%
				ab				ad						
AGED 16	200	-	-	200	95	105	168	11	15	7	56	51	45	46
	10%	-%	-%	33%	10%	10%	10%	6%	15%	12%	11%	9%	11%	9%
				ab			b		ab	b				

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

AGE OF CHILD INTERVIEWED

Base : All parent/ guardian respondents

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
AGED 11	200	97	50	38	167	33	176	24	114	77	50	112	87
	10%	12%	7%	11%	10%	10%	10%	12%	10%	10%	13%	11%	9%
		b		b									
AGED 12	400	155	156	64	334	64	368	32	257	129	102	226	168
	20%	20%	22%	19%	20%	19%	20%	16%	23%	16%	26%	22%	18%
									b		b	b	
AGED 13	400	159	147	74	317	81	359	41	212	179	80	194	201
	20%	20%	21%	22%	19%	24%	20%	20%	19%	23%	20%	19%	21%
AGED 14	400	155	144	65	343	52	350	50	219	163	68	198	193
	20%	20%	20%	19%	21%	15%	19%	25%	19%	21%	17%	20%	20%
					b								
AGED 15	400	143	157	68	319	77	354	46	212	173	68	216	181
	20%	18%	22%	20%	19%	23%	20%	23%	19%	22%	17%	21%	19%
AGED 16	200	87	60	30	162	33	189	11	124	71	26	69	124
	10%	11%	8%	9%	10%	10%	11%	5%	11%	9%	7%	7%	13%
							b		c				a

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

GENDER OF CHILD INTERVIEWED

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
BOY	983	291	398	293	983	-	815	89	48	30	237	282	190	269
	49%	49%	50%	49%	100%	-%	49%	49%	48%	50%	49%	49%	47%	51%
					b									
GIRL	1017	309	402	307	-	1017	845	91	52	30	248	294	214	256
	51%	51%	50%	51%	-%	100%	51%	51%	52%	50%	51%	51%	53%	49%
						a								

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

GENDER OF CHILD INTERVIEWED

Base : All parent/ guardian respondents

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
BOY	983	374	374	171	828	147	882	101	545	406	214	513	452
	49%	47%	52%	51%	50%	43%	49%	49%	48%	51%	54%	51%	47%
					b						a		
GIRL	1017	421	339	166	814	193	913	105	592	387	180	501	501
	51%	53%	48%	49%	50%	57%	51%	51%	52%	49%	46%	49%	53%
						a			c				

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

S7. What is your relationship to [your child]?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mother	1388 69%	420 70%	549 69%	419 70%	660 67%	728 72%	1166 70% bd	110 61%	78 78% abd	35 58%	287 59%	377 65% a	288 71% a	427 81% abc
Father	528 26%	156 26%	218 27%	154 26%	291 30% b	237 23%	426 26% c	64 35% ac	17 17%	21 35% ac	180 37% bcd	172 30% d	100 25% d	74 14%
Step-mother	27 1%	12 2%	9 1%	6 1%	10 1%	17 2%	25 1%	1 1%	1 1%	1 1%	4 1%	12 2%	8 2%	4 1%
Step-father	24 1%	3 1%	13 2%	7 1%	10 1%	14 1%	19 1%	3 1%	2 2%	* *%	7 1%	7 1%	3 1%	7 1%
Grandmother	10 *%	3 *%	5 1%	2 *%	3 *%	6 1%	9 1%	1 *%	- -%	- -%	- -%	1 *%	* *%	8 2% abc
Grandfather	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	1 1% a	- -%	- -%	- -%	- -%	1 *%
Aunt	4 *%	2 *%	2 *%	* *%	* *%	3 *%	3 *%	- -%	* *%	* 1%	* *%	* *%	1 *%	2 *%
Uncle	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%
Other relative	5 *%	* *%	* *%	4 1% b	3 *%	2 *%	4 *%	- -%	- -%	1 1% a	2 *%	2 *%	* *%	* *%
Foster carer	2 *%	- -%	* *%	1 *%	- -%	2 *%	1 *%	- -%	- -%	* *%	- -%	1 *%	* *%	- -%
Other legal guardian	6 *%	1 *%	2 *%	2 *%	1 *%	4 *%	3 *%	- -%	1 1% a	1 2% ab	3 1%	2 *%	1 *%	* *%
Prefer not to say	6 *%	2 *%	1 *%	3 *%	2 *%	3 *%	3 *%	2 1% a	1 1%	* *%	2 *%	1 *%	- -%	2 *%

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

S7. What is your relationship to [your child]?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mother	1388	615	452	195	1138	234	1236	152	789	545	260	691	670
	69%	77%	63%	58%	69%	69%	69%	74%	69%	69%	66%	68%	70%
		bc											
Father	528	142	235	130	433	92	488	40	301	216	118	276	247
	26%	18%	33%	38%	26%	27%	27%	20%	26%	27%	30%	27%	26%
			a	a			b						
Step-mother	27	12	10	3	22	5	27	1	22	6	8	12	16
	1%	2%	1%	1%	1%	2%	1%	*%	2%	1%	2%	1%	2%
Step-father	24	8	9	7	22	1	20	4	9	13	1	15	9
	1%	1%	1%	2%	1%	*%	1%	2%	1%	2%	*%	1%	1%
Grandmother	10	5	3	-	9	*	4	6	2	6	-	8	2
	*%	1%	*%	-%	1%	*%	*%	3%	*%	1%	-%	1%	*%
							a						
Grandfather	1	-	1	-	1	-	1	-	-	1	-	1	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	-%
Aunt	4	3	-	*	2	1	3	*	2	2	2	4	-
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%
Uncle	1	1	-	-	1	-	-	1	1	-	1	1	-
	*%	*%	-%	-%	*%	-%	-%	1%	*%	-%	*%	*%	-%
							a						
Other relative	5	4	1	-	4	*	5	-	4	1	2	1	4
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%
Foster carer	2	*	-	1	2	-	2	-	*	1	-	1	*
	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%
Other legal guardian	6	3	2	-	2	3	5	*	4	2	2	3	3
	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%
						a							

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

S7. What is your relationship to [your child]?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Prefer not to say	6 *%	1 *%	* *%	* *%	4 *%	2 1%	5 *%	* *%	4 *%	2 *%	1 *%	2 *%	3 *%

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
A	136 7%	36 6%	59 7%	41 7%	58 6%	78 8%	116 7% c	13 7% c	1 1%	6 11% ac	136 28% bcd	- -%	- -%	- -%
B	349 17%	95 16%	141 18%	113 19%	179 18%	170 17%	291 18%	30 17%	17 17%	11 18%	349 72% bcd	- -%	- -%	- -%
C1	576 29%	168 28%	229 29%	179 30%	282 29%	294 29%	478 29%	57 32% c	23 23%	18 29%	- -%	576 100% acd	- -%	- -%
C2	404 20%	118 20%	164 21%	122 20%	190 19%	214 21%	331 20%	35 19%	26 26%	13 22%	- -%	- -%	404 100% abd	- -%
D	305 15%	103 17%	122 15%	80 13%	164 17%	141 14%	251 15%	28 15%	19 19% d	6 11%	- -%	- -%	- -%	305 58% abc
E	220 11%	77 13%	82 10%	61 10%	104 11%	116 11%	185 11%	17 9%	14 14% d	4 7%	- -%	- -%	- -%	220 42% abc
SUMMARY														
AB	485 24%	131 22%	199 25%	154 26%	237 24%	248 24%	407 25% c	43 24%	18 18%	17 29% c	485 100% bcd	- -%	- -%	- -%
C1	576 29%	168 28%	229 29%	179 30%	282 29%	294 29%	478 29%	57 32% c	23 23%	18 29%	- -%	576 100% acd	- -%	- -%
C2	404 20%	118 20%	164 21%	122 20%	190 19%	214 21%	331 20%	35 19%	26 26%	13 22%	- -%	- -%	404 100% abd	- -%
DE	525 26%	180 30% c	204 26%	141 24%	269 27%	256 25%	436 26% d	45 25%	34 34% abd	11 18%	- -%	- -%	- -%	525 100% abc

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Not answered	10	3	3	4	5	5	9	*	-	1	-	-	-	-
	1%	*%	*%	1%	*%	1%	1%	*%	-%	2% c	-%	-%	-%	-%

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parent/ guardian respondents

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH		
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total		2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample		1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total		2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
A		136	19	31	81	102	32	132	4	104	32	32	67	67
		7%	2%	4%	24%	6%	9%	7%	2%	9%	4%	8%	7%	7%
					ab			b		b		b		
B		349	60	138	132	280	67	335	14	229	112	65	142	204
		17%	8%	19%	39%	17%	20%	19%	7%	20%	14%	17%	14%	21%
				a	ab			b		b				a
C1		576	204	244	87	461	104	526	50	349	210	114	285	283
		29%	26%	34%	26%	28%	31%	29%	24%	31%	26%	29%	28%	30%
				ac										
C2		404	163	178	34	349	52	375	29	215	172	83	194	202
		20%	20%	25%	10%	21%	15%	21%	14%	19%	22%	21%	19%	21%
			c	c		b		b						
D		305	196	84	2	254	50	243	62	136	157	55	194	106
		15%	25%	12%	1%	15%	15%	14%	30%	12%	20%	14%	19%	11%
			bc	c				a			ac		b	
E		220	148	35	1	190	30	176	44	98	107	42	128	85
		11%	19%	5%	*%	12%	9%	10%	21%	9%	14%	11%	13%	9%
			bc	c				a			a		b	
SUMMARY														
AB		485	79	169	213	382	100	466	18	333	144	97	209	271
		24%	10%	24%	63%	23%	29%	26%	9%	29%	18%	25%	21%	28%
				a	ab		a	b		b		b		a
C1		576	204	244	87	461	104	526	50	349	210	114	285	283
		29%	26%	34%	26%	28%	31%	29%	24%	31%	26%	29%	28%	30%
				ac										
C2		404	163	178	34	349	52	375	29	215	172	83	194	202
		20%	20%	25%	10%	21%	15%	21%	14%	19%	22%	21%	19%	21%
			c	c		b		b						

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parent/ guardian respondents

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
DE	525	344	120	4	443	80	419	106	234	265	97	322	191
	26%	43%	17%	1%	27%	24%	23%	52%	21%	33%	25%	32%	20%
		bc	c					a		ac		b	
Not answered	10	5	2	-	6	4	8	2	6	2	3	4	6
	1%	1%	*%	-%	*%	1%	*%	1%	1%	*%	1%	*%	1%
						a							

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

Q4. Which of these best describes your current situation?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
In full time employment	1063 53%	297 49%	430 54%	336 56% a	539 55%	523 51%	873 53%	94 52%	54 54%	41 69% abc	370 76% bcd	379 66% cd	203 50% d	109 21%
In part time employment	451 23%	151 25% c	194 24% c	105 18%	227 23%	224 22%	376 23% d	44 24% d	21 21%	9 16%	77 16%	127 22% a	113 28% a	132 25% a
Unemployed	121 6%	40 7%	42 5%	38 6%	67 7%	53 5%	99 6% d	13 7% d	7 7% d	1 1%	4 1%	10 2%	6 2%	100 19% abc
A student	39 2%	6 1%	16 2%	17 3% a	14 1%	25 2%	28 2%	7 4%	2 2%	3 4% a	6 1%	12 2%	8 2%	12 2%
Full-time responsibility for home/ family	284 14%	102 17% b	95 12%	87 14%	122 12%	162 16% a	247 15% d	20 11%	12 12%	5 8%	25 5%	41 7%	67 17% ab	151 29% abc
Retired	8 *%	1 *%	6 1%	2 *%	3 *%	5 *%	7 *%	* *%	1 1%	* *%	1 *%	1 *%	2 1%	2 *%
Other	24 1%	2 *%	14 2% a	8 1%	6 1%	18 2% a	21 1%	2 1%	1 1%	1 1%	2 *%	3 *%	3 1%	13 2% ab
Prefer not to say	10 1%	1 *%	3 *%	6 1%	3 *%	7 1%	9 1%	- -%	1 1%	1 1%	1 *%	2 *%	2 *%	5 1%
SUMMARY														
WORKING	1514 76%	448 75%	624 78%	441 74%	767 78% b	747 73%	1249 75%	138 77%	76 76%	51 84% abc	447 92% bcd	507 88% cd	316 78% d	241 46%

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

Q4. Which of these best describes your current situation?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
NOT WORKING	476	150	173	153	213	263	402	42	23	9	37	67	86	279
	24%	25%	22%	25%	22%	26%	24%	23%	23%	15%	8%	12%	21%	53%
						a	d	d	d			a	ab	abc

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

Q4. Which of these best describes your current situation?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
In full time employment	1063	287	451	276	867	185	982	81	650	390	222	493	558
	53%	36%	63%	82%	53%	54%	55%	39%	57%	49%	56%	49%	58%
			a	ab			b		b		b		a
In part time employment	451	222	154	42	362	84	406	45	243	188	99	249	196
	23%	28%	22%	12%	22%	25%	23%	22%	21%	24%	25%	25%	21%
		bc	c										
Unemployed	121	77	29	2	103	18	95	25	55	60	19	72	44
	6%	10%	4%	1%	6%	5%	5%	12%	5%	8%	5%	7%	5%
		bc	c					a		a		b	
A student	39	15	5	3	26	12	34	5	21	11	7	18	21
	2%	2%	1%	1%	2%	3%	2%	3%	2%	1%	2%	2%	2%
						a							
Full-time responsibility for home/ family	284	177	61	15	247	37	243	41	149	123	45	161	116
	14%	22%	9%	5%	15%	11%	14%	20%	13%	15%	11%	16%	12%
		bc	c					a				b	
Retired	8	2	5	-	7	1	7	2	4	4	1	5	3
	*%	*%	1%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%
Other	24	13	8	-	22	2	20	4	10	13	1	8	14
	1%	2%	1%	-%	1%	*%	1%	2%	1%	2%	*%	1%	1%
		c											
Prefer not to say	10	4	*	-	8	1	8	2	4	5	-	9	1
	1%	*%	*%	-%	*%	*%	*%	1%	*%	1%	-%	1%	*%
SUMMARY													
WORKING	1514	508	605	317	1229	269	1388	126	893	578	321	742	753
	76%	64%	85%	94%	75%	79%	77%	61%	79%	73%	81%	73%	79%
			a	ab			b		b		b		a

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

Q4. Which of these best describes your current situation?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
NOT WORKING	476	283	108	20	405	70	399	77	240	210	73	264	199
	24%	36%	15%	6%	25%	21%	22%	38%	21%	26%	19%	26%	21%
		bc	c					a		ac		b	

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

Q5. Which of these people aged 16 or over do you usually share your home with?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Your husband, wife or partner	1395 70%	432 72%	551 69%	412 69%	694 71%	701 69%	1158 70%	125 70%	68 68%	44 74%	390 80% bd	389 68% d	310 77% bd	301 57%
Your parent/ parents	217 11%	54 9%	93 12%	71 12%	90 9%	127 12% a	186 11%	18 10%	9 9%	5 8%	50 10%	76 13%	41 10%	48 9%
Your child/ children aged 16 or over	598 30%	121 20%	213 27% a	264 44% ab	324 33% b	274 27%	511 31%	44 25%	27 27%	16 26%	144 30%	164 29%	106 26%	180 34% c
Your brother/s or sister/s	94 5%	19 3%	44 6%	31 5%	35 4%	59 6% a	80 5%	7 4%	5 5%	3 6%	21 4%	27 5%	22 5%	24 5%
Any other relatives of yours	32 2%	16 3% b	7 1%	9 2%	18 2%	13 1%	28 2%	3 1%	1 1%	1 1%	5 1%	11 2%	4 1%	12 2%
Your friend/s or housemates	11 1%	5 1%	3 *%	3 *%	8 1%	3 *%	9 1%	2 1%	- -%	- -%	3 1%	4 1%	1 *%	2 *%
Any other adults aged 16 or over	28 1%	5 1%	11 1%	12 2%	16 2%	12 1%	26 2% b	- -%	2 2% b	* *%	5 1%	11 2%	4 1%	9 2%
None of these	233 12%	82 14%	89 11%	63 10%	109 11%	124 12%	189 11%	24 13%	14 14%	6 10%	29 6%	84 15% ac	31 8%	87 17% ac
Prefer not to say	7 *%	2 *%	2 *%	3 *%	1 *%	6 1%	4 *%	2 1%	1 1%	1 1%	1 *%	- -%	2 1%	4 1%

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

Q5. Which of these people aged 16 or over do you usually share your home with?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
ANY OTHER ADULTS AGED 16 OR OVER IN THE HOUSEHOLD	1759	516	709	535	872	887	1468	154	85	53	454	492	371	434
	88%	86%	89%	89%	89%	87%	88%	86%	85%	89%	94% bd	85%	92% bd	83%

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

Q5. Which of these people aged 16 or over do you usually share your home with?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Your husband, wife or partner	1395 70%	513 65%	497 70%	295 87% ab	1154 70%	234 69%	1270 71% b	125 61%	813 71%	541 68%	262 67%	682 67%	695 73% a
Your parent/ parents	217 11%	73 9%	82 12%	30 9%	165 10%	45 13%	198 11%	19 10%	140 12% b	69 9%	49 13%	105 10%	108 11%
Your child/ children aged 16 or over	598 30%	285 36% bc	175 25%	95 28%	490 30%	103 30%	538 30%	60 29%	353 31%	224 28%	112 29%	302 30%	285 30%
Your brother/s or sister/s	94 5%	41 5%	32 5%	15 4%	73 4%	16 5%	85 5%	9 4%	61 5%	34 4%	22 6%	41 4%	53 6%
Any other relatives of yours	32 2%	18 2%	8 1%	2 1%	24 1%	8 2%	26 1%	6 3%	25 2% b	5 1%	8 2% b	17 2%	13 1%
Your friend/s or housemates	11 1%	3 *%	3 *%	2 1%	10 1%	2 *%	11 1%	- -%	7 1%	1 *%	1 *%	7 1%	4 *%
Any other adults aged 16 or over	28 1%	14 2%	10 1%	3 1%	28 2% b	- -%	23 1%	6 3%	15 1%	11 1%	5 1%	14 1%	13 1%
None of these	233 12%	105 13% c	99 14% c	9 3%	195 12%	38 11%	197 11%	37 18% a	102 9%	122 15% ac	34 9%	136 13% b	92 10%
Prefer not to say	7 *%	5 1% b	- -%	- -%	5 *%	1 *%	7 *%	- -%	2 *%	4 1%	1 *%	5 *%	2 *%

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

Q5. Which of these people aged 16 or over do you usually share your home with?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
ANY OTHER ADULTS AGED 16 OR OVER IN THE HOUSEHOLD	1759	685	614	328	1441	301	1591	168	1034	667	358	874	859
	88%	86%	86%	97%	88%	89%	89%	82%	91%	84%	91%	86%	90%
				ab			b		b		b		a

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

Q6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Up to £10,399 per year	149 7%	35 6%	67 8%	47 8%	68 7%	81 8%	127 8%	14 8%	5 5%	3 4%	4 1%	19 3% a	31 8% ab	95 18% abc
From £10,400 to £15,599 per year	207 10%	69 11%	78 10%	60 10%	86 9%	121 12% a	170 10%	19 11%	13 13%	5 8%	20 4%	39 7%	39 10% a	109 21% abc
From £15,600 to £25,999 per year	429 21%	120 20%	180 22%	128 21%	219 22%	210 21%	356 21%	34 19%	27 27% b	12 19%	40 8%	134 23% a	96 24% a	153 29% ab
From £26,000 to £36,399 per year	361 18%	124 21%	135 17%	102 17%	185 19%	176 17%	289 17%	36 20%	24 24% a	11 19%	73 15%	107 19%	102 25% abd	79 15%
From £36,400 to £51,999 per year	370 19%	111 18%	148 18%	112 19%	195 20%	176 17%	310 19%	28 15%	17 17%	16 27% abc	115 24% d	153 27% cd	74 18% d	28 5%
£52,000 and above per year	331 17%	100 17%	135 17%	95 16%	167 17%	164 16%	281 17% c	34 19% c	8 8%	8 13%	209 43% bcd	83 14% cd	34 8% d	4 1%
Don't know	70 3%	18 3%	29 4%	23 4%	28 3%	42 4%	61 4%	5 3%	1 1%	3 6% c	11 2%	15 3%	15 4%	27 5% a
Prefer not to say	84 4%	24 4%	27 3%	33 5%	36 4%	48 5%	67 4%	10 6%	5 5%	2 3%	12 3%	25 4%	14 4%	30 6% a

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

Q6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALITY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Up to £10,399 per year	149	149	-	-	118	29	120	29	62	74	30	96	49
	7%	19%	-%	-%	7%	8%	7%	14%	5%	9%	8%	9%	5%
		bc						a		a		b	
From £10,400 to £15,599 per year	207	168	39	-	171	33	177	30	118	78	43	108	97
	10%	21%	5%	-%	10%	10%	10%	15%	10%	10%	11%	11%	10%
		bc	c										
From £15,600 to £25,999 per year	429	314	115	-	350	79	367	61	223	189	85	235	188
	21%	39%	16%	-%	21%	23%	20%	30%	20%	24%	22%	23%	20%
		bc	c					a		a			
From £26,000 to £36,399 per year	361	67	294	-	306	53	326	34	209	142	75	170	183
	18%	8%	41%	-%	19%	16%	18%	17%	18%	18%	19%	17%	19%
		c	ac										
From £36,400 to £51,999 per year	370	98	265	7	314	53	351	19	228	138	73	170	198
	19%	12%	37%	2%	19%	16%	20%	9%	20%	17%	19%	17%	21%
		c	ac				b						a
£52,000 and above per year	331	-	-	331	265	63	319	11	223	105	64	157	172
	17%	-%	-%	98%	16%	19%	18%	6%	20%	13%	16%	15%	18%
				ab			b		b				
Don't know	70	-	-	-	51	16	60	10	32	30	8	29	34
	3%	-%	-%	-%	3%	5%	3%	5%	3%	4%	2%	3%	4%
Prefer not to say	84	-	-	-	67	14	74	10	42	36	15	50	33
	4%	-%	-%	-%	4%	4%	4%	5%	4%	4%	4%	5%	3%

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

Q7. Which of these ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Freeview or Freeview Play (free TV via an aerial)	461 23%	156 26% c	197 25% c	108 18%	249 25% b	212 21%	394 24% c	35 19%	17 17%	16 26% c	125 26%	124 22%	88 22%	120 23%
Virgin Media (cable TV subscription)	418 21%	110 18%	165 21%	143 24% a	204 21%	213 21%	358 22% c	39 21% c	9 9%	12 20% c	123 25% cd	127 22%	78 19%	88 17%
Sky (satellite TV with a monthly subscription)	962 48%	288 48%	396 50%	278 46%	465 47%	497 49%	793 48%	91 51%	47 47%	31 52%	294 61% bcd	299 52% cd	175 43%	191 36%
Freesat (satellite TV with no subscription)	149 7%	37 6%	69 9%	43 7%	83 8%	66 6%	123 7%	12 7%	9 9%	5 8%	53 11% bd	31 5%	39 10% bd	26 5%
BT TV	227 11%	65 11%	102 13%	61 10%	111 11%	116 11%	185 11%	21 12%	10 10%	11 18% abc	98 20% bcd	57 10% d	42 10% d	30 6%
TalkTalk TV	132 7%	35 6%	62 8%	35 6%	54 5%	78 8%	113 7%	9 5%	4 4%	5 9% c	51 10% bc	26 5%	19 5%	36 7%
EE TV	104 5%	26 4%	49 6%	29 5%	45 5%	59 6%	84 5%	14 8% c	3 3%	3 5%	47 10% bcd	26 4%	15 4%	16 3%
YouView	69 3%	12 2%	39 5% a	19 3%	39 4%	30 3%	56 3% c	7 4% c	1 1%	5 9% abc	31 6% bcd	14 2%	13 3%	11 2%
NOW TV	331 17%	97 16%	148 19%	86 14%	174 18%	157 15%	267 16%	30 17%	20 20%	13 22% a	95 20% b	77 13%	74 18%	86 16%

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

Q7. Which of these ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Amazon Fire TV (plug in stick, plug in box or cube)	373 19%	105 18%	158 20%	109 18%	164 17%	209 21% a	284 17%	51 28% a	23 23% a	15 26% a	114 24% bd	89 15%	77 19%	92 18%
Google Chromecast	138 7%	38 6%	54 7%	47 8%	73 7%	66 6%	108 6%	13 7%	6 6%	12 20% abc	56 11% bcd	30 5%	26 6%	27 5%
Roku	105 5%	29 5%	48 6%	29 5%	54 6%	51 5%	85 5%	12 7% c	3 3%	5 8% ac	42 9% bcd	21 4%	16 4%	27 5%
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	571 29%	174 29%	228 28%	170 28%	275 28%	296 29%	466 28%	53 30%	32 32%	20 34%	164 34% d	163 28%	125 31% d	118 22%
Other (type in)	32 2%	11 2%	15 2%	6 1%	15 2%	17 2%	26 2%	4 2%	2 2%	1 2%	5 1%	10 2%	7 2%	11 2%
No-one watches broadcast TV channels in the household	61 3%	17 3%	23 3%	21 3%	28 3%	33 3%	45 3%	9 5%	5 5% a	2 3%	7 1%	9 2%	7 2%	36 7% abc
Don't know	13 1%	3 1%	7 1%	3 1%	4 *%	9 1%	10 1%	2 1%	1 1%	* *%	2 *%	4 1%	3 1%	3 1%
ANY PAID-FOR BROADCAST TV SERVICE	1486 74%	429 71%	604 76%	453 76%	721 73%	765 75%	1242 75% c	136 75% c	64 64%	44 74% c	404 83% cd	459 80% cd	283 70%	335 64%
ANY FREE BROADCAST TV SERVICE	536 27%	179 30% c	232 29% c	124 21%	288 29% b	248 24%	456 27%	40 22%	23 23%	18 30% b	152 31% bd	137 24%	112 28%	132 25%

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

Q7. Which of these ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
NO BROADCAST TV SERVICE	236	69	84	83	119	118	177	31	20	8	34	44	50	105
	12%	12%	10%	14%	12%	12%	11%	17% a	20% a	14%	7%	8%	12% ab	20% abc
ANY STREAMING PLAYER	682	194	294	195	328	354	542	70	40	30	195	160	152	176
	34%	32%	37%	32%	33%	35%	33%	39%	40% a	50% abc	40% bd	28%	38% b	33%

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

Q7. Which of these ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Freeview or Freeview Play (free TV via an aerial)	461 23%	153 19%	196 27% a	88 26% a	392 24%	67 20%	430 24% b	31 15%	269 24%	176 22%	86 22%	204 20%	244 26% a
Virgin Media (cable TV subscription)	418 21%	156 20%	144 20%	83 25%	336 20%	77 23%	391 22% b	27 13%	272 24% b	141 18%	92 23% b	197 19%	217 23%
Sky (satellite TV with a monthly subscription)	962 48%	346 43%	355 50% a	203 60% ab	780 48%	173 51%	882 49% b	81 39%	581 51% b	354 45%	193 49%	456 45%	499 52% a
Freesat (satellite TV with no subscription)	149 7%	56 7%	57 8%	31 9%	129 8%	20 6%	144 8% b	5 2%	104 9% b	42 5%	24 6%	63 6%	84 9% a
BT TV	227 11%	57 7%	88 12% a	65 19% ab	185 11%	41 12%	219 12% b	8 4%	162 14% b	62 8%	62 16% b	97 10%	130 14% a
TalkTalk TV	132 7%	52 7%	44 6%	27 8%	101 6%	28 8%	125 7%	7 3%	98 9% b	28 3%	34 9% b	42 4%	89 9% a
EE TV	104 5%	37 5%	29 4%	24 7%	66 4%	35 10% a	100 6% b	4 2%	91 8% b	10 1%	35 9% b	44 4%	57 6%
YouView	69 3%	21 3%	32 4%	13 4%	61 4%	8 2%	68 4%	2 1%	59 5% b	10 1%	15 4% b	21 2%	47 5% a

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

Q7. Which of these ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
NOW TV	331	140	116	53	284	45	312	19	222	101	85	102	229
	17%	18%	16%	16%	17%	13%	17%	9%	19%	13%	22%	10%	24%
							b		b		b		a
Amazon Fire TV (plug in stick, plug in box or cube)	373	138	137	61	319	50	345	27	224	141	75	151	221
	19%	17%	19%	18%	19%	15%	19%	13%	20%	18%	19%	15%	23%
													a
Google Chromecast	138	45	60	23	109	30	131	8	111	27	28	56	81
	7%	6%	8%	7%	7%	9%	7%	4%	10%	3%	7%	6%	8%
									b		b		a
Roku	105	41	40	19	92	13	99	6	78	24	20	35	70
	5%	5%	6%	6%	6%	4%	6%	3%	7%	3%	5%	3%	7%
									b				a
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	571	193	227	113	468	102	555	17	364	194	107	166	403
	29%	24%	32%	33%	29%	30%	31%	8%	32%	24%	27%	16%	42%
			a	a			b		b				a
Other (type in)	32	15	9	5	22	11	28	4	17	15	7	20	12
	2%	2%	1%	2%	1%	3%	2%	2%	2%	2%	2%	2%	1%
						a							
No-one watches broadcast TV channels in the household	61	39	9	5	49	12	32	29	24	32	9	46	5
	3%	5%	1%	1%	3%	4%	2%	14%	2%	4%	2%	5%	1%
		bc						a		a		b	
Don't know	13	7	2	2	11	2	7	6	7	3	3	9	4
	1%	1%	*%	1%	1%	1%	*%	3%	1%	*%	1%	1%	*%
							a						

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

Q7. Which of these ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
ANY PAID-FOR BROADCAST TV SERVICE	1486	554	540	284	1201	270	1365	122	879	564	306	715	759
	74%	70%	76%	84%	73%	79%	76%	59%	77%	71%	78%	71%	80%
			a	ab		a	b		b		b		a
ANY FREE BROADCAST TV SERVICE	536	189	216	104	459	75	502	34	321	199	101	247	276
	27%	24%	30%	31%	28%	22%	28%	17%	28%	25%	26%	24%	29%
			a	a			b						a
NO BROADCAST TV SERVICE	236	118	66	22	194	41	179	58	116	104	46	131	94
	12%	15%	9%	7%	12%	12%	10%	28%	10%	13%	12%	13%	10%
		bc					a						
ANY STREAMING PLAYER	682	265	259	105	580	99	635	47	428	239	157	270	412
	34%	33%	36%	31%	35%	29%	35%	23%	38%	30%	40%	27%	43%
							b		b		b		a

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

Q7A. Which - if any - of these paid-for on-demand services can be used in your household?

Base : All parent/ guardian respondents (March 2021 wave only)

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1000	289	377	334	486	514	625	125	125	125	317	270	191	214
Effective Weighted Sample	803	239	305	259	387	415	608	115	116	123	256	222	158	179
Total	993	296	371	326	481	512	835	77	52	29	243	292	202	249
Netflix	854 86%	250 84%	315 85%	289 89%	405 84%	449 88%	715 86%	66 85%	48 93% ab	26 88%	212 87%	249 85%	174 86%	214 86%
Amazon Prime Video	639 64%	202 68%	228 61%	210 64%	314 65%	325 63%	535 64% d	52 68% d	37 72% d	15 50%	178 73% cd	201 69% d	125 62%	131 53%
Disney+	474 48%	128 43%	189 51%	157 48%	215 45%	259 50%	396 47%	37 48%	25 48%	16 54%	127 52% c	144 49%	85 42%	113 45%
NOW TV	211 21%	61 21%	90 24%	61 19%	106 22%	105 21%	173 21%	17 22%	15 29%	7 22%	55 23%	60 20%	48 24%	48 19%
Apple TV+	137 14%	30 10%	57 15%	49 15%	57 12%	80 16%	116 14%	9 12%	7 14%	4 15%	61 25% bcd	37 13% d	30 15% d	9 4%
Britbox	62 6%	16 5%	29 8%	17 5%	33 7%	29 6%	52 6%	6 8%	1 3%	2 7%	18 7%	21 7%	10 5%	13 5%
Hayu	51 5%	14 5%	16 4%	21 6%	21 4%	30 6%	42 5%	5 7%	2 3%	2 5%	16 7%	16 6%	10 5%	8 3%
None of these	55 6%	20 7%	24 7%	11 3%	35 7% b	20 4%	47 6%	4 5%	2 4%	2 5%	10 4%	15 5%	13 6%	17 7%
Don't know	6 1%	3 1%	- -%	3 1%	2 *%	5 1%	6 1%	- -%	- -%	- -%	- -%	3 1%	1 1%	2 1%

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

Q7A. Which - if any - of these paid-for on-demand services can be used in your household?

Base : All parent/ guardian respondents (March 2021 wave only)

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1000	368	363	174	833	158	910	90	566	401	177	465	526
Effective Weighted Sample	803	300	286	147	654	141	729	74	450	326	139	368	427
Total	993	395	348	157	800	182	896	97	546	412	170	456	526
Netflix	854	339	299	139	693	151	776	79	490	340	154	373	479
	86%	86%	86%	89%	87%	83%	87%	81%	90% b	83%	90% b	82%	91% a
Amazon Prime Video	639	234	223	122	526	108	584	55	390	231	116	247	387
	64%	59%	64%	78% ab	66%	59%	65%	57%	71% b	56%	68% b	54%	74% a
Disney+	474	190	161	80	381	89	429	45	299	164	90	167	303
	48%	48%	46%	51%	48%	49%	48%	46%	55% b	40%	53% b	37%	58% a
NOW TV	211	82	84	29	177	33	198	14	139	68	50	61	147
	21%	21%	24%	18%	22%	18%	22%	14%	25% b	17%	29% b	13%	28% a
Apple TV+	137	43	47	33	110	27	131	6	105	27	25	28	106
	14%	11%	13%	21% ab	14%	15%	15%	6%	19% b	7%	15% b	6%	20% a
Britbox	62	18	30	8	51	10	58	4	38	21	10	19	40
	6%	5%	9%	5%	6%	5%	6%	5%	7%	5%	6%	4%	8% a
Hayu	51	16	23	6	39	12	45	5	39	10	10	14	34
	5%	4%	7%	4%	5%	6%	5%	5%	7% b	2%	6%	3%	6% a
None of these	55	24	17	7	43	12	45	10	18	33	5	37	12
	6%	6%	5%	5%	5%	7%	5%	10%	3%	8% ac	3%	8% b	2%
Don't know	6	-	2	-	5	2	6	-	2	3	-	3	3
	1%	-%	*%	-%	1%	1%	1%	-%	*%	1%	-%	1%	1%

Q8. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Yes	1963	590	781	592	969	994	1627	178	98	60	479	568	400	506
	98%	98%	98%	99%	99%	98%	98%	99%	98%	100% ac	99% d	99% d	99% d	96%
No	36	10	18	8	12	24	32	2	2	-	6	8	4	17
	2%	2%	2%	1%	1%	2%	2% d	1%	2% d	-%	1%	1%	1%	3% ac
Don't know	2	-	2	-	2	-	2	-	-	-	-	-	-	2
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%

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

Q8. Do you have access to a broadband internet service at home – perhaps using Wi-Fi to go online?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Yes	1963	771	708	333	1619	328	1763	199	1120	778	383	992	942
	98%	97%	99%	99%	99%	96%	98%	97%	98%	98%	97%	98%	99%
			a		b								
No	36	23	5	4	21	12	30	6	16	15	9	21	11
	2%	3%	1%	1%	1%	4%	2%	3%	1%	2%	2%	2%	1%
		b				a							
Don't know	2	2	-	-	2	-	2	-	2	-	2	2	-
	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	*%	*%	-%

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

Q9. When did you first have broadband at home? Note: This may have been at a previous address

Base : Those with broadband at home

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2003	591	799	613	994	1009	1228	275	246	254	613	564	385	430
Effective Weighted Sample	1605	483	644	478	791	813	1193	252	227	250	510	444	316	363
Total	1963	590	781	592	969	994	1627	178	98	60	479	568	400	506
In the last 3 months	55 3%	18 3%	20 3%	17 3%	24 2%	32 3%	46 3%	6 3%	2 2%	2 3%	23 5% bc	6 1%	6 1%	21 4% bc
In the last 4-6 months	45 2%	10 2%	26 3%	9 2%	20 2%	26 3%	39 2%	5 3%	1 1%	1 2%	13 3%	13 2%	10 3%	8 2%
In the last 7-12 months	72 4%	15 2%	31 4%	27 5%	40 4%	32 3%	66 4% c	3 2%	1 1%	2 3%	18 4%	14 2%	15 4%	26 5% b
In the last 1-5 years	304 15%	109 18% c	114 15%	81 14%	144 15%	160 16%	264 16% c	21 12%	10 10%	9 16%	77 16%	78 14%	59 15%	88 17%
In the last 6-10 years	439 22%	136 23%	190 24% c	113 19%	234 24%	205 21%	347 21%	48 27%	30 30% a	14 24%	110 23%	125 22%	98 25%	104 20%
Over 10 years	992 51%	289 49%	380 49%	323 54%	486 50%	506 51%	819 50%	89 50%	53 54%	31 51%	232 48%	318 56% ad	198 50%	242 48%
Don't know	55 3%	13 2%	20 3%	22 4%	21 2%	34 3%	45 3%	7 4%	2 2%	1 2%	7 2%	15 3%	13 3%	17 3%

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

Q9. When did you first have broadband at home? Note: This may have been at a previous address

Base : Those with broadband at home

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2003	730	754	373	1707	284	1812	191	1156	781	393	1014	965
Effective Weighted Sample	1605	593	592	311	1338	257	1451	154	927	626	314	809	775
Total	1963	771	708	333	1619	328	1763	199	1120	778	383	992	942
In the last 3 months	55 3%	30 4% b	11 2%	11 3%	45 3%	9 3%	47 3%	9 4%	37 3%	15 2%	13 3%	32 3%	23 2%
In the last 4-6 months	45 2%	24 3%	10 1%	8 2%	31 2%	12 4%	43 2%	3 1%	41 4% b	5 1%	25 6% ab	28 3%	17 2%
In the last 7-12 months	72 4%	24 3%	38 5% c	8 2%	61 4%	12 4%	63 4%	9 5%	50 4%	21 3%	20 5% b	46 5% b	26 3%
In the last 1-5 years	304 15%	137 18%	108 15%	43 13%	235 15%	69 21% a	276 16%	28 14%	182 16%	107 14%	79 21% b	147 15%	151 16%
In the last 6-10 years	439 22%	171 22%	172 24%	70 21%	371 23%	63 19%	408 23% b	31 16%	259 23%	164 21%	86 22%	208 21%	229 24%
Over 10 years	992 51%	359 47%	359 51%	193 58% ab	831 51%	153 47%	887 50%	104 52%	530 47% c	443 57% ac	155 40%	499 50%	478 51%
Don't know	55 3%	24 3% bc	9 1%	1 *%	45 3%	11 3%	40 2%	15 7% a	21 2%	24 3%	5 1%	31 3%	18 2%

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

Q10. INTERVIEW WITH CHILD AGED 11-16. Hi (NAME OF CHILD). We're interested in the TV, video, radio and online services you use and what you think of them. There are no right or wrong answers – we're interested in what you do and how you feel about the different services that you watch, listen to or use. Can you please confirm that you're happy to continue?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Yes	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q10. INTERVIEW WITH CHILD AGED 11-16. Hi (NAME OF CHILD). We're interested in the TV, video, radio and online services you use and what you think of them. There are no right or wrong answers – we're interested in what you do and how you feel about the different services that you watch, listen to or use. Can you please confirm that you're happy to continue?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST a	POTEN- TIALY b	LEAST c	WHITE a	ETHNIC MINORITY GROUP b	ANY a	NONE b	YES a	NO b	FIRST TIME c	1-5 a	6+ b
Significance Level: 95%													
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Yes	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q11A/B. AVERAGE NUMBER OF HOURS SPENT ONLINE PER DAY (AVERAGED ACROSS A TYPICAL SCHOOL DAY AND A TYPICAL WEEKEND DAY)

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
None	4	1	1	2	1	3	4	-	-	-	1	-	2	1
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1-2 hours	183	60	77	47	105	78	157	17	5	5	46	76	37	24
	9%	10%	10%	8%	11%	8%	9%	9%	5%	8%	9%	13%	9%	4%
					b		c	c			d	d	d	
3-4 hours	713	254	287	172	344	369	593	63	34	23	181	204	139	187
	36%	42%	36%	29%	35%	36%	36%	35%	34%	38%	37%	35%	34%	36%
		bc	c											
5-6 hours	660	202	247	211	321	338	559	52	30	18	139	191	146	180
	33%	34%	31%	35%	33%	33%	34%	29%	30%	30%	29%	33%	36%	34%
													a	
7-8 hours	254	46	111	97	113	140	202	27	18	7	67	60	52	71
	13%	8%	14%	16%	12%	14%	12%	15%	18%	12%	14%	10%	13%	14%
			a	a					a					
9-10 hours	106	14	49	43	52	54	84	11	8	3	30	26	14	37
	5%	2%	6%	7%	5%	5%	5%	6%	8%	5%	6%	4%	3%	7%
			a	a										c
More than 10 hours	81	22	29	30	45	35	62	10	5	3	21	19	14	25
	4%	4%	4%	5%	5%	3%	4%	6%	5%	5%	4%	3%	4%	5%
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number of hours per day	5.2	4.8	5.2	5.6	5.2	5.2	5.2	5.4	5.7	5.2	5.2	5.0	5.1	5.6
			a	ab					a					bc
Standard deviation	2.68	2.60	2.64	2.75	2.85	2.50	2.66	2.89	2.67	2.64	2.68	2.65	2.55	2.73
Standard error	.06	.11	.09	.11	.09	.08	.08	.17	.17	.17	.11	.11	.13	.13

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

Q11A/B. AVERAGE NUMBER OF HOURS SPENT ONLINE PER DAY (AVERAGED ACROSS A TYPICAL SCHOOL DAY AND A TYPICAL WEEKEND DAY)

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN-TIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
None	4 *%	3 *%	1 *%	- -%	4 *%	- -%	1 *%	3 2% a	- -%	4 1% a	- -%	1 *%	1 *%
1-2 hours	183 9%	64 8%	70 10%	38 11%	140 9%	39 11%	161 9%	23 11%	93 8%	85 11%	32 8%	112 11% b	65 7%
3-4 hours	713 36%	262 33%	266 37%	140 42% a	607 37% b	101 30%	644 36%	68 33%	403 35%	281 35%	146 37%	387 38% b	315 33%
5-6 hours	660 33%	280 35% c	238 33%	91 27%	524 32%	130 38% a	600 33%	60 29%	383 34%	256 32%	132 33%	306 30%	343 36% a
7-8 hours	254 13%	98 12%	83 12%	39 12%	213 13%	40 12%	230 13%	23 11%	158 14%	90 11%	50 13%	114 11%	138 14%
9-10 hours	106 5%	45 6%	31 4%	22 7%	88 5%	17 5%	86 5%	20 10% a	57 5%	47 6%	22 6%	56 6%	50 5%
More than 10 hours	81 4%	43 5% c	25 3%	7 2%	67 4%	13 4%	73 4%	8 4%	43 4%	29 4%	12 3%	38 4%	43 4%
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mean number of hours per day	5.2	5.5 bc	5.0	5.0	5.2	5.2	5.2	5.2	5.3	5.1	5.2	5.0	5.5 a
Standard deviation	2.68	2.93	2.46	2.47	2.67	2.67	2.68	2.65	2.67	2.59	2.68	2.56	2.80
Standard error	.06	.11	.09	.13	.06	.16	.06	.19	.08	.09	.13	.08	.09

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

Q12. What number from 1 to 10 best describes you, where:

1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific

10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
1	9	4	3	2	4	5	7	1	1	*	4	1	3	1
	*%	1%	*%	*%	*%	1%	*%	*%	1%	*%	1%	*%	1%	*%
2	21	9	6	6	9	12	17	2	1	*	5	9	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
3	32	17	12	3	16	15	26	5	1	1	6	9	4	12
	2%	3%	1%	1%	2%	1%	2%	3%	1%	1%	1%	2%	1%	2%
		c												
4	48	16	19	13	29	19	38	8	2	1	14	17	11	6
	2%	3%	2%	2%	3%	2%	2%	4%	2%	1%	3%	3%	3%	1%
								d						
5	115	39	50	26	52	63	98	12	4	1	24	34	28	29
	6%	7%	6%	4%	5%	6%	6%	6%	4%	2%	5%	6%	7%	6%
							d	d						
6	159	56	63	40	78	81	137	9	7	6	37	35	33	52
	8%	9%	8%	7%	8%	8%	8%	5%	7%	10%	8%	6%	8%	10%
										b				b
7	294	95	117	82	156	137	241	30	12	11	65	98	54	76
	15%	16%	15%	14%	16%	13%	15%	17%	12%	18%	13%	17%	13%	14%
8	505	143	182	179	236	268	424	39	28	14	136	145	114	107
	25%	24%	23%	30%	24%	26%	26%	22%	28%	23%	28%	25%	28%	20%
				ab							d		d	
9	375	110	161	103	190	185	314	31	20	10	97	115	71	92
	19%	18%	20%	17%	19%	18%	19%	17%	20%	16%	20%	20%	18%	18%
10	443	111	186	146	212	231	358	43	26	16	97	114	82	147
	22%	19%	23%	24%	22%	23%	22%	24%	26%	27%	20%	20%	20%	28%
				a										abc

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

Q12. What number from 1 to 10 best describes you, where:

1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific

10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
SUMMARY														
1-4	109	45	40	24	57	52	88	15	4	2	28	36	21	22
	5%	8%	5%	4%	6%	5%	5%	9%	4%	3%	6%	6%	5%	4%
		c						acd						
5-7	568	190	231	147	287	281	476	51	23	18	126	167	115	157
	28%	32%	29%	25%	29%	28%	29%	28%	23%	30%	26%	29%	29%	30%
		c												
8-10	1323	365	529	429	638	685	1096	114	74	40	331	373	267	346
	66%	61%	66%	71%	65%	67%	66%	63%	74%	66%	68%	65%	66%	66%
				a					ab					
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean score	7.9	7.6	7.9	8.1	7.9	7.9	7.9	7.8	8.1	8.1	7.9	7.8	7.8	8.0
			a	a					ab					
Standard deviation	1.85	1.97	1.83	1.71	1.84	1.86	1.84	2.01	1.74	1.73	1.84	1.85	1.83	1.84
Standard error	.04	.08	.06	.07	.06	.06	.05	.12	.11	.11	.07	.08	.09	.09

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

Q12. What number from 1 to 10 best describes you, where:

1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific

10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
1	9 *%	3 *%	3 *%	2 *%	8 *%	1 *%	5 *%	3 2% a	2 *%	7 1%	1 *%	5 *%	2 *%
2	21 1%	10 1%	7 1%	4 1%	15 1%	5 2%	16 1%	4 2%	10 1%	11 1%	6 1%	13 1%	5 1%
3	32 2%	12 2%	7 1%	6 2%	26 2%	5 1%	24 1%	8 4% a	16 1%	16 2%	6 1%	20 2%	10 1%
4	48 2%	11 1%	20 3%	15 4% a	38 2%	9 3%	40 2%	8 4%	32 3%	14 2%	7 2%	28 3%	18 2%
5	115 6%	56 7% c	40 6% c	9 3%	90 6%	22 7%	100 6%	16 8%	59 5%	52 7%	26 7%	72 7% b	44 5%
6	159 8%	75 9% b	45 6%	22 6%	118 7%	40 12% a	140 8%	19 9%	73 6%	74 9% a	24 6%	85 8%	71 7%
7	294 15%	114 14%	106 15%	50 15%	237 14%	53 16%	270 15%	23 11%	172 15%	105 13%	68 17%	145 14%	140 15%
8	505 25%	193 24%	188 26%	79 23%	411 25%	88 26%	470 26% b	34 17%	305 27%	187 24%	103 26%	228 23%	271 28% a
9	375 19%	146 18%	133 19%	73 22%	310 19%	65 19%	349 19% b	26 13%	226 20%	141 18%	76 19%	189 19%	183 19%
10	443 22%	175 22%	164 23%	79 23%	388 24% b	52 15%	379 21%	64 31% a	242 21%	186 23%	78 20%	229 23%	209 22%

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

Q12. What number from 1 to 10 best describes you, where:

1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific

10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
SUMMARY													
1-4	109	37	37	26	87	20	86	23	60	47	19	66	36
	5%	5%	5%	8%	5%	6%	5%	11% a	5%	6%	5%	7% b	4%
5-7	568	245	191	81	446	115	510	58	305	231	117	302	255
	28%	31% c	27%	24%	27%	34% a	28%	28%	27%	29%	30%	30%	27%
8-10	1323	514	485	231	1110	205	1199	124	773	515	257	647	663
	66%	65%	68%	68%	68% b	60%	67%	61%	68%	65%	65%	64%	70% a
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mean score	7.9	7.8	8.0	8.0	7.9	7.6	7.9	7.7	7.9	7.8	7.9	7.8	8.0
					b							a	
Standard deviation	1.85	1.86	1.81	1.88	1.84	1.83	1.78	2.34	1.77	1.97	1.80	1.95	1.68
Standard error	.04	.07	.07	.10	.04	.11	.04	.17	.05	.07	.09	.06	.05
Columns Tested: a,b,c - a,b - a,b - a,b,c - a,b													

Q13. Which of the following have you heard of?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Netflix	1854 93%	560 93%	733 92%	561 93%	900 92%	954 94%	1539 93%	163 91%	96 96% b	55 92%	440 91%	541 94%	377 93%	487 93%
YouTube	1762 88%	529 88%	710 89%	523 87%	861 88%	901 89%	1463 88%	152 84%	93 93% ab	54 89%	417 86%	514 89%	367 91% a	453 86%
Disney+	1574 79%	465 77%	627 78%	482 80%	726 74%	848 83% a	1301 78%	143 80%	82 82%	48 79%	386 80%	468 81% d	314 78%	396 75%
Amazon Prime Video	1528 76%	445 74%	610 76%	473 79%	750 76%	778 76%	1261 76%	138 77%	84 84% abd	45 76%	376 77%	459 80% d	304 75%	383 73%
BBC iPlayer	1458 73%	403 67%	594 74% a	461 77% a	697 71%	760 75%	1212 73%	124 69%	79 79% b	43 72%	366 75% d	451 78% cd	288 71%	347 66%
Sky On Demand or Sky Go or Sky Kids	1277 64%	367 61%	505 63%	405 68% a	661 67% b	617 61%	1058 64%	116 64%	64 64%	40 66%	336 69% d	393 68% d	256 63% d	287 55%
ITV Hub or ITV Hub+	1208 60%	316 53%	494 62% a	399 66% a	594 60%	614 60%	1027 62% b	84 47%	63 63% b	34 57% b	294 61%	364 63% d	249 62%	295 56%
NOW TV	1099 55%	287 48%	456 57% a	355 59% a	535 54%	564 55%	904 54%	100 56%	62 62% a	33 55%	273 56%	322 56%	229 57%	270 51%
All4 (previously 4OD)	1074 54%	263 44%	442 55% a	370 62% ab	526 54%	549 54%	902 54%	88 49%	54 54%	30 51%	281 58% d	328 57% d	226 56% d	233 44%
Apple TV+	975 49%	232 39%	381 48% a	362 60% ab	467 48%	509 50%	808 49%	84 47%	54 54%	30 49%	271 56% d	295 51% d	211 52% d	194 37%

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

Q13. Which of the following have you heard of?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
My5 (previously Demand 5)	770	176	330	264	378	392	650	63	36	20	200	214	171	181
	38%	29%	41%	44%	38%	39%	39%	35%	36%	34%	41%	37%	42%	35%
			a	a							d		d	
BBC TV shows on YouTube	715	174	297	245	368	348	606	54	36	20	205	202	157	146
	36%	29%	37%	41%	37%	34%	36%	30%	36%	33%	42%	35%	39%	28%
			a	a							bd	d	d	
BritBox	679	150	285	244	349	330	576	45	38	21	178	214	134	150
	34%	25%	36%	41%	35%	32%	35%	25%	38%	34%	37%	37%	33%	29%
			a	a			b		b	b	d	d		
BBC iPlayer Kids	575	187	228	160	260	315	484	51	23	17	168	166	114	121
	29%	31%	28%	27%	26%	31%	29%	28%	23%	28%	35%	29%	28%	23%
						a					cd			
Hayu	394	82	156	155	177	217	329	39	15	12	114	127	78	71
	20%	14%	20%	26%	18%	21%	20%	22%	15%	19%	24%	22%	19%	14%
			a	ab				c			d	d	d	
Virgin TV Catch-up, Virgin Media Anywhere or Virgin TV Kids	335	79	134	121	148	186	282	36	7	9	95	101	61	76
	17%	13%	17%	20%	15%	18%	17%	20%	7%	15%	20%	17%	15%	14%
				a			c	c		c	d			
None of these	17	2	8	7	7	10	16	1	1	*	3	3	3	8
	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	2%

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

Q13. Which of the following have you heard of?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Netflix	1854	747	657	311	1527	310	1676	178	1047	745	359	902	942
	93%	94%	92%	92%	93%	91%	93% b	87%	92%	94%	91%	89%	99% a
YouTube	1762	708	632	296	1444	305	1609	153	1008	701	335	817	933
	88%	89%	89%	88%	88%	90%	90% b	75%	89%	88%	85%	81%	98% a
Disney+	1574	635	554	271	1298	265	1442	132	914	612	307	689	875
	79%	80%	78%	80%	79%	78%	80% b	64%	80%	77%	78%	68%	92% a
Amazon Prime Video	1528	604	543	270	1276	240	1405	123	874	606	284	631	890
	76%	76%	76%	80%	78% b	70%	78% b	60%	77%	76%	72%	62%	93% a
BBC iPlayer	1458	569	521	260	1195	249	1390	68	866	551	277	545	901
	73%	72%	73%	77%	73%	73%	77% b	33%	76% bc	69%	70%	54%	94% a
Sky On Demand or Sky Go or Sky Kids	1277	471	489	233	1082	187	1177	100	737	504	241	497	771
	64%	59%	69% a	69% a	66% b	55%	66% b	49%	65%	64%	61%	49%	81% a
ITV Hub or ITV Hub+	1208	476	441	199	997	201	1150	58	705	470	231	375	825
	60%	60%	62%	59%	61%	59%	64% b	28%	62%	59%	59%	37%	87% a
NOW TV	1099	437	389	183	914	175	1032	67	664	406	219	363	725
	55%	55%	55%	54%	56%	51%	58% b	32%	58% b	51%	55%	36%	76% a
All4 (previously 4OD)	1074	418	395	182	887	177	1023	51	650	399	203	299	769
	54%	53%	55%	54%	54%	52%	57% b	25%	57% b	50%	51%	29%	81% a
Apple TV+	975	363	363	185	801	163	917	59	604	344	201	306	662
	49%	46%	51%	55% a	49%	48%	51% b	29%	53% b	43%	51% b	30%	69% a

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

Q13. Which of the following have you heard of?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
My5 (previously Demand 5)	770	305	289	126	640	123	726	43	452	298	135	188	573
	38%	38%	41%	37%	39%	36%	40%	21%	40%	38%	34%	18%	60%
							b						a
BBC TV shows on YouTube	715	267	256	139	565	141	697	18	456	239	139	177	531
	36%	34%	36%	41%	34%	41%	39%	9%	40%	30%	35%	17%	56%
				a		a	b		b				a
BritBox	679	244	266	127	581	91	640	39	407	259	108	210	465
	34%	31%	37%	38%	35%	27%	36%	19%	36%	33%	27%	21%	49%
			a	a	b		b		c				a
BBC iPlayer Kids	575	230	195	107	436	136	557	18	393	171	112	129	441
	29%	29%	27%	32%	27%	40%	31%	9%	35%	22%	28%	13%	46%
						a	b		bc		b		a
Hayu	394	153	141	66	312	77	372	22	253	129	56	80	311
	20%	19%	20%	19%	19%	23%	21%	11%	22%	16%	14%	8%	33%
							b		bc				a
Virgin TV Catch-up, Virgin Media Anywhere or Virgin TV Kids	335	145	97	75	274	57	317	17	221	107	58	80	252
	17%	18%	14%	22%	17%	17%	18%	8%	19%	13%	15%	8%	26%
		b		b			b		b				a
None of these	17	7	3	-	16	2	3	15	5	9	1	-	-
	1%	1%	*%	-%	1%	*%	*%	7%	*%	1%	*%	-%	-%
							a						

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

Q14A. How often in the past month have you watched shows or films on Netflix?

Base : Those aged 11-16 who have heard of Netflix

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1886	564	741	581	921	965	1159	252	242	233	561	539	364	412
Effective Weighted Sample	1512	459	602	451	732	780	1127	229	223	230	467	423	298	349
Total	1854	560	733	561	900	954	1539	163	96	55	440	541	377	487
Most days	1082	296	426	360	482	600	888	97	60	37	280	291	217	287
	58%	53%	58%	64% ab	54%	63% a	58%	60%	62%	68% a	64% b	54%	58%	59%
Weekly	467	155	184	127	261	206	384	46	25	12	101	141	103	121
	25%	28%	25%	23%	29% b	22%	25%	28%	26%	21%	23%	26%	27%	25%
Less often	140	52	51	36	71	69	121	9	5	5	23	53	23	41
	8%	9%	7%	6%	8%	7%	8%	6%	5%	9%	5%	10% a	6%	9%
Never	160	55	71	35	87	74	141	11	6	1	35	56	31	37
	9%	10% c	10% c	6%	10%	8%	9% d	7% d	7% d	3%	8%	10%	8%	8%
Don't know	5	1	1	3	-	5	5	-	-	-	1	-	3	-
	*%	*%	*%	*%	-%	1% a	*%	-%	-%	-%	*%	-%	1%	-%

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

Q14A. How often in the past month have you watched shows or films on Netflix?

Base : Those aged 11-16 who have heard of Netflix

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1886	700	701	349	1608	265	1715	171	1077	748	363	912	965
Effective Weighted Sample	1512	571	550	289	1261	240	1374	138	863	600	291	730	773
Total	1854	747	657	311	1527	310	1676	178	1047	745	359	902	942
Most days	1082	441	367	197	887	185	980	102	645	411	224	452	630
	58%	59%	56%	63%	58%	60%	58%	58%	62%	55%	62%	50%	67%
				b					b		b		a
Weekly	467	189	171	76	387	72	426	41	260	187	95	261	206
	25%	25%	26%	24%	25%	23%	25%	23%	25%	25%	27%	29%	22%
												b	
Less often	140	54	54	13	114	26	123	17	67	64	19	81	59
	8%	7%	8%	4%	7%	8%	7%	9%	6%	9%	5%	9%	6%
			c										
Never	160	57	66	25	135	25	145	15	75	82	20	107	43
	9%	8%	10%	8%	9%	8%	9%	9%	7%	11%	6%	12%	5%
										ac		b	
Don't know	5	5	-	-	4	1	3	2	1	1	-	1	3
	*%	1%	-%	-%	*%	*%	*%	1%	*%	*%	-%	*%	*%
		b						a					

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

Q14B. How often in the past month have you watched shows or films on BBC iPlayer?

Base : Those aged 11-16 who have heard of BBC iPlayer

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1493	408	607	478	718	775	917	194	200	182	463	448	280	295
Effective Weighted Sample	1194	331	490	373	570	624	891	177	184	179	386	351	229	249
Total	1458	403	594	461	697	760	1212	124	79	43	366	451	288	347
Most days	187	52	82	53	65	122	162	13	6	6	64	48	39	34
	13%	13%	14%	12%	9%	16%	13%	11%	8%	13%	17%	11%	13%	10%
						a	c				bd			
Weekly	423	106	175	143	206	218	360	32	23	9	117	148	81	76
	29%	26%	29%	31%	30%	29%	30%	26%	29%	20%	32%	33%	28%	22%
							d				d	d		
Less often	506	152	197	158	232	274	426	37	28	15	130	161	112	102
	35%	38%	33%	34%	33%	36%	35%	30%	35%	36%	35%	36%	39%	30%
													d	
Never	316	79	138	99	183	134	243	40	21	13	48	91	54	122
	22%	20%	23%	21%	26%	18%	20%	32%	27%	30%	13%	20%	19%	35%
					b			a	a	a		a		abc
Don't know	25	14	2	9	11	14	21	2	1	*	7	3	2	12
	2%	3%	*%	2%	2%	2%	2%	1%	2%	1%	2%	1%	1%	4%
		b		b										bc

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

Q14B. How often in the past month have you watched shows or films on BBC iPlayer?

Base : Those aged 11-16 who have heard of BBC iPlayer

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1493	539	554	291	1267	215	1420	73	890	560	285	570	913
Effective Weighted Sample	1194	438	436	241	990	194	1139	55	714	446	227	449	736
Total	1458	569	521	260	1195	249	1390	68	866	551	277	545	901
Most days	187	67	64	39	138	49	187	-	135	50	31	39	149
	13%	12%	12%	15%	12%	20%	13%	-%	16%	9%	11%	7%	16%
						a	b		b				a
Weekly	423	136	162	94	345	75	423	-	285	130	92	83	340
	29%	24%	31%	36%	29%	30%	30%	-%	33%	24%	33%	15%	38%
			a	a			b		b		b		a
Less often	506	197	193	86	417	82	506	-	303	183	96	156	350
	35%	35%	37%	33%	35%	33%	36%	-%	35%	33%	35%	29%	39%
							b						a
Never	316	155	98	39	274	40	252	64	131	180	50	249	56
	22%	27%	19%	15%	23%	16%	18%	94%	15%	33%	18%	46%	6%
		bc			b			a		ac		b	
Don't know	25	13	5	3	22	3	21	4	13	9	7	18	5
	2%	2%	1%	1%	2%	1%	2%	6%	1%	2%	3%	3%	1%
								a				b	

Q14C. How often in the past month have you watched shows or films on BBC iPlayer Kids?

Base : Those aged 11-16 who have heard of BBC iPlayer Kids

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	*b	*c	*d	a	b	c	d
Unweighted total	582	182	234	166	275	307	371	82	59	70	207	162	105	104
Effective Weighted Sample	472	152	191	129	217	255	360	76	54	69	175	128	88	87
Total	575	187	228	160	260	315	484	51	23	17	168	166	114	121
Most days	50	22	21	7	23	27	41	6	2	2	25	9	7	8
	9%	12%	9%	4%	9%	9%	8%	12%	8%	10%	15%	5%	6%	7%
		c									bc			
Weekly	99	33	38	28	46	53	83	11	3	2	36	25	21	17
	17%	17%	17%	17%	18%	17%	17%	22%	11%	12%	21%	15%	19%	14%
Less often	140	52	51	37	59	81	121	11	5	3	40	37	31	28
	24%	28%	22%	23%	23%	26%	25%	21%	21%	18%	24%	22%	27%	23%
Never	271	74	115	82	127	144	227	22	13	10	63	92	52	63
	47%	40%	50%	51%	49%	46%	47%	42%	56%	60%	37%	55%	46%	52%
										ab		a		a
Don't know	14	5	3	6	5	9	12	1	1	-	4	4	1	5
	3%	3%	1%	4%	2%	3%	3%	3%	4%	-%	3%	2%	1%	4%

Q14C. How often in the past month have you watched shows or films on BBC iPlayer Kids?

Base : Those aged 11-16 who have heard of BBC iPlayer Kids

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	^a b	a	b	c	a	b
Unweighted total	582	212	202	123	464	116	562	20	404	167	118	142	436
Effective Weighted Sample	472	176	161	102	366	105	457	15	327	137	95	109	359
Total	575	230	195	107	436	136	557	18	393	171	112	129	441
Most days	50	16	16	16	37	13	50	**	46	4	14	4	46
	9%	7%	8%	15%	9%	9%	9%	**	12%	3%	13%	3%	10%
				a					b		b		a
Weekly	99	37	39	21	71	27	99	**	85	14	18	9	90
	17%	16%	20%	20%	16%	20%	18%	**	22%	8%	16%	7%	20%
									b				a
Less often	140	59	46	21	102	37	140	**	103	32	30	21	119
	24%	26%	24%	19%	23%	27%	25%	**	26%	19%	27%	16%	27%
													a
Never	271	110	92	46	216	55	255	**	151	115	47	91	176
	47%	48%	47%	43%	50%	41%	46%	**	38%	67%	42%	71%	40%
										ac		b	
Don't know	14	8	2	4	10	4	13	**	9	6	3	3	10
	3%	3%	1%	3%	2%	3%	2%	**	2%	3%	3%	3%	2%

Q14D. How often in the past month have you watched shows or films on YouTube?

Base : Those aged 11-16 who have heard of YouTube

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1796	533	717	546	880	916	1102	234	235	225	528	516	351	390
Effective Weighted Sample	1438	433	582	424	700	738	1072	214	217	222	441	403	289	327
Total	1762	529	710	523	861	901	1463	152	93	54	417	514	367	453
Most days	1281	406	514	362	656	626	1065	109	67	40	302	354	276	343
	73%	77%	72%	69%	76%	69%	73%	72%	72%	75%	72%	69%	75%	76%
		c			b									b
Weekly	297	79	124	93	130	167	244	25	17	11	73	97	60	65
	17%	15%	18%	18%	15%	18%	17%	16%	18%	21%	17%	19%	16%	14%
Less often	135	32	52	51	55	80	116	12	7	1	28	48	25	31
	8%	6%	7%	10%	6%	9%	8%	8%	7%	3%	7%	9%	7%	7%
				a			d	d	d					
Never	46	12	19	16	20	26	36	7	3	1	13	14	6	12
	3%	2%	3%	3%	2%	3%	2%	4%	3%	2%	3%	3%	2%	3%
Don't know	3	-	2	1	-	3	3	-	-	-	1	-	-	2
	*%	-%	*%	*%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%

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

Q14D. How often in the past month have you watched shows or films on YouTube?

Base : Those aged 11-16 who have heard of YouTube

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1796	672	666	331	1528	258	1647	149	1037	705	342	835	952
Effective Weighted Sample	1438	545	524	274	1195	235	1319	119	832	564	274	664	765
Total	1762	708	632	296	1444	305	1609	153	1008	701	335	817	933
Most days	1281	523	451	213	1041	234	1184	98	735	509	267	570	712
	73%	74%	71%	72%	72%	77%	74%	64%	73%	73%	80%	70%	76%
							b				ab		a
Weekly	297	113	113	52	248	46	272	24	177	107	46	147	149
	17%	16%	18%	17%	17%	15%	17%	16%	18%	15%	14%	18%	16%
Less often	135	51	51	23	112	21	117	18	78	55	19	72	63
	8%	7%	8%	8%	8%	7%	7%	12%	8%	8%	6%	9%	7%
Never	46	20	16	8	42	4	34	12	17	28	3	27	8
	3%	3%	2%	3%	3%	1%	2%	8%	2%	4%	1%	3%	1%
							a			ac		b	
Don't know	3	1	2	-	1	2	2	1	1	2	-	2	-
	*%	*%	*%	-%	*%	1%	*%	1%	*%	*%	-%	*%	-%

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

Q14E. How often in the past month have you watched shows or films on Amazon Prime Video?

Base : Those aged 11-16 who have heard of Amazon Prime Video

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1570	452	625	493	777	793	952	215	210	193	480	457	293	332
Effective Weighted Sample	1254	366	505	383	615	639	925	196	194	190	396	359	241	278
Total	1528	445	610	473	750	778	1261	138	84	45	376	459	304	383
Most days	311	76	142	93	161	150	253	32	16	10	106	67	69	66
	20%	17%	23% a	20%	21%	19%	20%	23%	19%	22%	28% bd	15%	23% b	17%
Weekly	422	128	169	125	206	216	340	47	24	10	123	134	64	100
	28%	29%	28%	26%	28%	28%	27%	34% ad	29%	22%	33% c	29% c	21%	26%
Less often	383	141	127	115	177	206	326	24	23	9	74	129	92	88
	25%	32% bc	21%	24%	24%	26%	26% b	18%	28% b	20%	20%	28% a	30% a	23%
Never	388	92	168	128	197	192	322	33	19	15	66	124	73	125
	25%	21%	28% a	27% a	26%	25%	26%	24%	22%	34% abc	18%	27% a	24%	33% ac
Don't know	24	8	4	12	9	15	20	2	1	1	6	5	6	4
	2%	2%	1%	3% b	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%

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

Q14E. How often in the past month have you watched shows or films on Amazon Prime Video?

Base : Those aged 11-16 who have heard of Amazon Prime Video

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1570	574	581	303	1353	207	1452	118	904	617	295	651	913
Effective Weighted Sample	1254	466	455	250	1057	188	1158	96	723	493	235	516	732
Total	1528	604	543	270	1276	240	1405	123	874	606	284	631	890
Most days	311	126	106	69	249	60	292	19	202	101	66	83	228
	20%	21%	19%	25%	20%	25%	21%	15%	23%	17%	23%	13%	26%
									b		b		a
Weekly	422	148	148	92	356	63	393	29	267	142	93	130	292
	28%	24%	27%	34%	28%	26%	28%	24%	31%	23%	33%	21%	33%
				a					b		b		a
Less often	383	153	139	62	331	51	354	29	210	161	70	160	223
	25%	25%	26%	23%	26%	21%	25%	24%	24%	27%	25%	25%	25%
Never	388	168	140	45	328	55	344	45	180	195	51	248	133
	25%	28%	26%	16%	26%	23%	24%	36%	21%	32%	18%	39%	15%
		c	c					a		ac		b	
Don't know	24	10	10	3	12	10	22	2	14	7	5	9	14
	2%	2%	2%	1%	1%	4%	2%	1%	2%	1%	2%	1%	2%
						a							

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

Q14F. How often in the past month have you watched shows or films on Disney+?

Base : Those aged 11-16 who have heard of Disney+

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1610	474	638	498	755	855	983	220	208	199	486	463	304	346
Effective Weighted Sample	1290	384	516	390	597	693	955	202	192	196	407	365	248	288
Total	1574	465	627	482	726	848	1301	143	82	48	386	468	314	396
Most days	295	94	122	79	120	175	238	27	16	14	99	76	42	76
	19%	20%	19%	16%	16%	21%	18%	19%	20%	29% abc	26% bc	16%	13%	19%
Weekly	408	125	154	130	185	223	335	39	20	14	109	130	76	92
	26%	27%	25%	27%	25%	26%	26%	28%	25%	29%	28%	28%	24%	23%
Less often	307	68	125	114	148	159	259	24	14	10	70	75	68	89
	20%	15%	20% a	24% a	20%	19%	20%	17%	17%	21%	18%	16%	22%	23% b
Never	546	169	223	154	267	279	455	53	30	9	106	184	125	130
	35%	36%	36%	32%	37%	33%	35% d	37% d	36% d	19%	27%	39% a	40% a	33%
Don't know	18	8	3	6	6	11	15	1	1	1	3	3	4	8
	1%	2% b	*%	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%	2%

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

Q14F. How often in the past month have you watched shows or films on Disney+?

Base : Those aged 11-16 who have heard of Disney+

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1610	599	591	304	1376	226	1481	129	944	616	315	702	900
Effective Weighted Sample	1290	489	464	253	1078	206	1187	104	757	494	253	562	720
Total	1574	635	554	271	1298	265	1442	132	914	612	307	689	875
Most days	295	131	86	59	247	48	282	13	202	84	67	85	210
	19%	21%	15%	22%	19%	18%	20%	10%	22%	14%	22%	12%	24%
		b		b			b		b		b		a
Weekly	408	155	157	77	330	77	374	35	256	142	90	152	256
	26%	24%	28%	28%	25%	29%	26%	26%	28%	23%	29%	22%	29%
													a
Less often	307	134	95	42	263	42	275	32	180	116	63	121	186
	20%	21%	17%	16%	20%	16%	19%	25%	20%	19%	20%	18%	21%
Never	546	204	212	91	446	92	498	49	266	264	81	317	220
	35%	32%	38%	34%	34%	35%	34%	37%	29%	43% ac	26%	46% b	25%
Don't know	18	11	5	2	12	6	14	3	10	6	6	14	3
	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2% b	*/%

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

Q14G. How often in the past month have you watched shows or films on NOW TV?

Base : Those aged 11-16 who have heard of NOW TV

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1132	287	476	369	555	577	685	158	152	137	342	319	227	237
Effective Weighted Sample	906	235	382	289	440	466	665	143	141	135	288	253	182	197
Total	1099	287	456	355	535	564	904	100	62	33	273	322	229	270
Most days	122	37	48	37	63	59	96	11	12	3	41	18	31	30
	11%	13%	11%	10%	12%	10%	11%	11%	19% abd	10%	15% b	5%	14% b	11% b
Weekly	148	47	64	37	71	77	124	11	9	5	38	40	35	36
	13%	16% c	14%	10%	13%	14%	14%	11%	14%	16%	14%	12%	15%	13%
Less often	167	49	73	45	73	94	130	21	10	6	35	44	43	44
	15%	17%	16%	13%	14%	17%	14%	21% a	17%	19%	13%	14%	19%	16%
Never	634	143	263	228	321	313	530	56	31	17	152	217	110	151
	58%	50%	58%	64% a	60%	55%	59% c	56%	50%	52%	56%	67% acd	48%	56%
Don't know	29	11	8	9	7	21	25	2	*	1	7	3	10	9
	3%	4%	2%	3%	1%	4% a	3%	2%	*%	4%	3%	1%	4% b	3%

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

Q14G. How often in the past month have you watched shows or films on NOW TV?

Base : Those aged 11-16 who have heard of NOW TV

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1132	411	422	205	972	153	1063	69	679	423	220	383	741
Effective Weighted Sample	906	337	330	170	762	138	852	55	547	336	180	299	599
Total	1099	437	389	183	914	175	1032	67	664	406	219	363	725
Most days	122	60	36	19	105	17	117	5	79	34	30	31	91
	11%	14%	9%	11%	11%	9%	11%	7%	12%	8%	14%	8%	13%
Weekly	148	48	59	26	120	28	140	8	99	47	37	28	120
	13%	11%	15%	14%	13%	16%	14%	12%	15%	12%	17%	8%	17%
													a
Less often	167	64	64	26	147	19	156	11	104	56	47	32	135
	15%	15%	16%	14%	16%	11%	15%	17%	16%	14%	21%	9%	19%
											b		a
Never	634	250	220	109	524	101	595	39	365	260	98	264	360
	58%	57%	57%	59%	57%	58%	58%	58%	55%	64%	45%	73%	50%
									c	ac		b	
Don't know	29	14	9	2	18	10	25	4	16	9	7	9	19
	3%	3%	2%	1%	2%	6%	2%	6%	2%	2%	3%	2%	3%
						a							

Q14H. How often in the past month have you watched shows or films on BritBox?

Base : Those aged 11-16 who have heard of BritBox

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND *b	WALES *c	NORTHERN IRELAND *d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	687	151	280	256	359	328	435	72	93	87	228	193	133	130
Effective Weighted Sample	551	124	230	196	283	268	423	65	86	86	186	161	106	108
Total	679	150	285	244	349	330	576	45	38	21	178	214	134	150
Most days	21 3%	6 4%	8 3%	7 3%	10 3%	11 3%	16 3%	2 5%	* 1%	1 7% c	12 7% bd	* *% bd	8 6% bd	- -%
Weekly	50 7%	17 11%	20 7%	13 5%	30 9%	20 6%	45 8%	2 6%	2 4%	1 6%	14 8% d	20 9% d	11 8% d	3 2%
Less often	72 11%	11 7%	29 10%	31 13%	32 9%	40 12%	59 10%	7 16%	4 9%	2 9%	19 11%	17 8%	16 12%	20 13%
Never	513 76%	110 73%	217 76%	186 76%	271 78%	242 73%	434 75%	32 71%	32 85% b	16 77%	130 73%	170 79%	93 69%	121 81%
Don't know	24 4%	6 4%	11 4%	7 3%	6 2%	18 5% a	22 4%	1 2%	* 1%	* 1%	3 2%	7 3%	6 5%	6 4%

Q14H. How often in the past month have you watched shows or films on BritBox?

Base : Those aged 11-16 who have heard of BritBox

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	*b	a	*b	a	b	c	a	b
Unweighted total	687	226	278	138	602	80	650	37	414	261	108	219	465
Effective Weighted Sample	551	185	218	114	476	70	521	30	332	208	86	170	378
Total	679	244	266	127	581	91	640	39	407	259	108	210	465
Most days	21	4	11	6	17	3	21	-	16	5	4	1	20
	3%	2%	4%	4%	3%	3%	3%	-%	4%	2%	3%	*%	4%
													a
Weekly	50	15	23	9	43	7	48	2	41	7	15	7	43
	7%	6%	9%	7%	7%	8%	8%	5%	10%	3%	14%	3%	9%
									b		b		a
Less often	72	33	30	8	63	8	70	1	53	18	14	3	68
	11%	13%	11%	6%	11%	9%	11%	4%	13%	7%	13%	2%	15%
									b				a
Never	513	181	195	102	442	66	483	30	286	221	71	192	318
	76%	74%	73%	80%	76%	72%	75%	78%	70%	85%	65%	91%	69%
										ac		b	
Don't know	24	12	7	2	16	7	18	5	11	8	5	8	15
	4%	5%	3%	2%	3%	8%	3%	14%	3%	3%	4%	4%	3%
						a		a					

Q14l. How often in the past month have you watched shows or films on Hayu?

Base : Those aged 11-16 who have heard of Hayu

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 *a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND *b	WALES *c	NORTHERN IRELAND *d	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%														
Unweighted total	401	80	164	157	188	213	251	64	37	49	141	116	78	63
Effective Weighted Sample	324	68	132	124	148	177	244	58	34	48	117	97	62	51
Total	394	82	156	155	177	217	329	39	15	12	114	127	78	71
Most days	16 4%	4 5%	6 4%	6 4%	3 1%	13 6% a	12 4%	2 6%	* 2%	2 13% a	7 6%	5 4%	3 4%	1 1%
Weekly	36 9%	10 12%	9 6%	18 11%	13 7%	23 11%	31 9%	4 9%	1 4%	1 7%	16 14% b	7 5%	9 11%	3 4%
Less often	41 11%	12 15%	19 12%	10 6%	14 8%	27 13%	35 11%	4 10%	* 2%	2 16% c	15 13%	7 6%	10 13%	8 11%
Never	290 73%	56 67%	117 75%	117 75%	145 82% b	145 67%	240 73%	29 74%	13 90% ad	7 62%	72 63%	103 82% a	53 69%	59 83% a
Don't know	11 3%	1 2%	6 4%	5 3%	3 2%	9 4%	11 3%	- -%	* 2%	* 2%	4 4%	4 3%	3 4%	* *%

Q14l. How often in the past month have you watched shows or films on Hayu?

Base : Those aged 11-16 who have heard of Hayu

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	*c	a	*b	a	^b	a	b	*c	*a	b
Unweighted total	401	139	148	80	330	67	380	21	256	133	60	86	313
Effective Weighted Sample	324	119	117	63	260	61	307	17	209	106	47	67	256
Total	394	153	141	66	312	77	372	22	253	129	56	80	311
Most days	16	1	9	6	12	4	16	**	15	1	6	-	16
	4%	*%	6%	9%	4%	5%	4%	**	6%	1%	10%	-%	5%
			a	a					b		b		
Weekly	36	13	16	4	29	7	36	**	29	4	6	6	30
	9%	8%	11%	7%	9%	9%	10%	**	12%	3%	11%	7%	10%
									b				
Less often	41	20	11	7	36	6	40	**	34	5	6	*	41
	11%	13%	8%	11%	11%	7%	11%	**	13%	4%	11%	*%	13%
									b				a
Never	290	114	103	46	229	55	272	**	168	117	38	73	215
	73%	75%	73%	69%	73%	72%	73%	**	66%	91%	69%	91%	69%
										ac		b	
Don't know	11	5	3	2	6	5	9	**	7	2	-	1	10
	3%	3%	2%	4%	2%	7%	2%	**	3%	1%	-%	1%	3%
						a							

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q14J. How often in the past month have you watched shows or films on ITV Hub or ITV Hub+?

Base : Those aged 11-16 who have heard of ITV Hub or ITV Hub+

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1205	310	494	401	590	615	773	134	156	142	362	348	239	248
Effective Weighted Sample	975	257	401	317	476	498	751	122	144	140	306	278	195	210
Total	1208	316	494	399	594	614	1027	84	63	34	294	364	249	295
Most days	130	30	62	37	55	74	114	7	5	4	47	25	30	27
	11%	10%	13%	9%	9%	12%	11%	8%	8%	11%	16% bd	7%	12%	9%
Weekly	288	63	116	109	136	151	247	18	16	7	73	80	78	56
	24%	20%	24%	27% a	23%	25%	24%	21%	25%	21%	25%	22%	31% bd	19%
Less often	429	117	170	141	193	235	365	26	25	12	104	150	71	99
	35%	37%	35%	35%	33%	38%	36%	31%	40%	35%	35%	41% c	29%	34%
Never	344	98	140	106	202	142	286	32	15	11	64	106	66	107
	28%	31%	28%	26%	34% b	23%	28%	38% ac	24%	31%	22%	29% a	26%	36% ac
Don't know	18	7	4	7	7	11	14	2	2	1	6	2	4	5
	2%	2%	1%	2%	1%	2%	1%	2%	3%	2%	2%	1%	2%	2%
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Q14J. How often in the past month have you watched shows or films on ITV Hub or ITV Hub+?

Base : Those aged 11-16 who have heard of ITV Hub or ITV Hub+

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1205	440	449	221	1025	172	1147	58	709	464	227	376	822
Effective Weighted Sample	975	362	361	183	811	156	929	46	574	375	185	299	670
Total	1208	476	441	199	997	201	1150	58	705	470	231	375	825
Most days	130	41	55	25	110	19	127	2	96	30	28	18	112
	11%	9%	13%	12%	11%	9%	11%	4%	14%	6%	12%	5%	14%
									b		b		a
Weekly	288	107	111	48	239	45	284	4	198	81	54	43	245
	24%	23%	25%	24%	24%	23%	25%	6%	28%	17%	23%	12%	30%
							b		b				a
Less often	429	171	151	71	351	75	416	13	235	178	78	70	359
	35%	36%	34%	36%	35%	38%	36%	23%	33%	38%	34%	19%	44%
													a
Never	344	147	121	51	282	57	306	38	165	174	65	237	100
	28%	31%	28%	26%	28%	29%	27%	65%	23%	37%	28%	63%	12%
								a		ac		b	
Don't know	18	10	3	5	14	4	17	1	11	7	5	7	10
	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%

Q14K. How often in the past month have you watched shows or films on All4 (previously 4OD)?

Base : Those aged 11-16 who have heard of All4 (previously 4OD)

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1091	260	453	378	536	555	684	140	139	128	347	324	218	195
Effective Weighted Sample	877	214	367	297	428	450	664	128	128	126	291	255	178	166
Total	1074	263	442	370	526	549	902	88	54	30	281	328	226	233
Most days	116	25	48	43	45	71	103	7	3	2	49	22	25	19
	11%	10%	11%	12%	9%	13%	11%	8%	5%	8%	17%	7%	11%	8%
						a	c				bd			
Weekly	239	52	105	82	113	125	206	13	12	8	60	64	65	48
	22%	20%	24%	22%	22%	23%	23%	15%	22%	27%	22%	20%	29%	21%
							b			b			b	
Less often	384	93	153	138	191	193	322	31	21	10	102	131	78	71
	36%	35%	35%	37%	36%	35%	36%	35%	39%	34%	36%	40%	35%	31%
												d		
Never	323	88	130	105	170	153	261	35	17	9	65	108	54	95
	30%	34%	29%	28%	32%	28%	29%	40%	32%	31%	23%	33%	24%	41%
								a				ac		ac
Don't know	13	5	6	3	7	6	11	1	1	-	6	2	4	1
	1%	2%	1%	1%	1%	1%	1%	2%	2%	-%	2%	1%	2%	-%
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Q14K. How often in the past month have you watched shows or films on All4 (previously 4OD)?

Base : Those aged 11-16 who have heard of All4 (previously 4OD)

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1091	391	410	206	931	153	1036	55	661	404	205	312	773
Effective Weighted Sample	877	321	328	169	733	138	836	42	533	324	165	245	627
Total	1074	418	395	182	887	177	1023	51	650	399	203	299	769
Most days	116	46	45	18	97	19	112	4	81	32	19	12	104
	11%	11%	11%	10%	11%	11%	11%	8%	12%	8%	9%	4%	13%
									b				a
Weekly	239	83	98	42	193	42	234	5	171	59	59	26	213
	22%	20%	25%	23%	22%	24%	23%	9%	26%	15%	29%	9%	28%
							b		b		b		a
Less often	384	144	145	69	320	64	377	7	225	151	69	51	332
	36%	34%	37%	38%	36%	36%	37%	14%	35%	38%	34%	17%	43%
							b						a
Never	323	144	101	50	266	53	289	34	163	154	51	204	113
	30%	34%	26%	28%	30%	30%	28%	66%	25%	39%	25%	68%	15%
		b						a		ac		b	
Don't know	13	1	7	3	11	-	12	1	9	3	5	5	7
	1%	*%	2%	1%	1%	-%	1%	2%	1%	1%	3%	2%	1%

Q14L. How often in the past month have you watched shows or films on My5 (previously Demand 5)?

Base : Those aged 11-16 who have heard of My5 (previously Demand 5)

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES *c	NORTHERN IRELAND *d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	768	171	321	276	371	397	495	101	88	84	245	203	164	152
Effective Weighted Sample	627	143	269	215	303	324	480	93	82	83	210	166	134	129
Total	770	176	330	264	378	392	650	63	36	20	200	214	171	181
Most days	39 5%	7 4%	18 6%	14 5%	15 4%	23 6%	30 5%	6 9%	2 6%	1 5%	19 10% bd	8 4%	8 5%	3 2%
Weekly	136 18%	24 14%	66 20%	46 18%	63 17%	73 19%	119 18%	8 13%	6 16%	4 20%	37 18%	38 18%	28 16%	32 18%
Less often	286 37%	71 41%	119 36%	96 36%	128 34%	158 40%	243 37%	24 38%	12 34%	6 32%	82 41%	79 37%	61 36%	62 34%
Never	295 38%	70 40%	119 36%	106 40%	166 44% b	130 33%	247 38%	24 38%	16 44%	9 42%	59 30%	90 42% a	66 39%	79 44% a
Don't know	14 2%	4 2%	8 2%	2 1%	5 1%	9 2%	12 2%	2 3%	- -%	* 1%	2 1%	- -%	7 4% b	5 3% b

Q14L. How often in the past month have you watched shows or films on My5 (previously Demand 5)?

Base : Those aged 11-16 who have heard of My5 (previously Demand 5)

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	768	275	295	146	659	104	724	44	457	295	135	190	571
Effective Weighted Sample	627	232	240	119	527	96	593	34	373	240	112	152	469
Total	770	305	289	126	640	123	726	43	452	298	135	188	573
Most days	39	12	17	8	29	10	37	1	25	14	8	3	36
	5%	4%	6%	6%	4%	8%	5%	3%	5%	5%	6%	2%	6% a
Weekly	136	48	55	26	110	26	135	1	93	38	21	5	132
	18%	16%	19%	21%	17%	21%	19% b	3%	21% b	13%	16%	2%	23% a
Less often	286	115	103	49	241	42	279	7	176	103	53	17	269
	37%	38%	36%	39%	38%	34%	38% b	16%	39%	35%	39%	9%	47% a
Never	295	124	107	42	250	42	262	33	149	137	47	160	128
	38%	41%	37%	33%	39%	34%	36% a	76% a	33%	46% a	35%	85% b	22%
Don't know	14	7	6	1	11	3	13	1	8	6	6	4	9
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	4%	2%	2%

Q14M. How often in the past month have you watched shows or films on Sky On Demand or Sky Go or Sky Kids?

Base : Those aged 11-16 who have heard of Sky On Demand or Sky Go or Sky Kids

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1321	372	524	425	683	638	805	185	164	167	425	390	247	252
Effective Weighted Sample	1053	303	420	330	543	510	781	169	151	165	355	306	201	209
Total	1277	367	505	405	661	617	1058	116	64	40	336	393	256	287
Most days	314	95	122	98	154	161	258	30	13	13	102	87	65	59
	25%	26%	24%	24%	23%	26%	24%	26%	20%	34% ac	30% bd	22%	26%	21%
Weekly	223	65	94	64	108	115	185	21	12	5	74	75	40	34
	17%	18%	19%	16%	16%	19%	17%	19%	18%	13%	22% d	19% d	16%	12%
Less often	213	58	92	63	120	94	177	21	10	6	52	72	44	41
	17%	16%	18%	16%	18%	15%	17%	18%	15%	16%	15%	18%	17%	14%
Never	500	142	186	172	265	236	417	42	26	15	103	152	102	144
	39%	39%	37%	43%	40%	38%	39%	37%	41%	37%	31%	39% a	40% a	50% abc
Don't know	26	7	11	7	14	12	21	1	3	1	5	8	5	9
	2%	2%	2%	2%	2%	2%	2%	1%	5% b	1%	1%	2%	2%	3%

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

Q14M. How often in the past month have you watched shows or films on Sky On Demand or Sky Go or Sky Kids?

Base : Those aged 11-16 who have heard of Sky On Demand or Sky Go or Sky Kids

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1321	452	514	266	1153	161	1222	99	769	518	248	520	793
Effective Weighted Sample	1053	365	407	218	901	147	975	79	616	410	201	411	636
Total	1277	471	489	233	1082	187	1177	100	737	504	241	497	771
Most days	314	117	121	66	267	47	293	21	191	116	62	98	217
	25%	25%	25%	28%	25%	25%	25%	21%	26%	23%	26%	20%	28%
													a
Weekly	223	79	80	54	181	40	211	12	139	81	52	84	139
	17%	17%	16%	23%	17%	22%	18%	12%	19%	16%	22%	17%	18%
				b									
Less often	213	71	78	45	180	29	206	7	128	78	43	64	149
	17%	15%	16%	19%	17%	16%	18%	7%	17%	15%	18%	13%	19%
							b						a
Never	500	199	197	63	435	64	443	57	263	224	80	240	252
	39%	42%	40%	27%	40%	34%	38%	57%	36%	44%	33%	48%	33%
		c	c					a		ac		b	
Don't know	26	5	13	5	19	7	24	2	16	6	4	11	14
	2%	1%	3%	2%	2%	4%	2%	2%	2%	1%	2%	2%	2%

Q14N. How often in the past month have you watched shows or films on Virgin TV Catch-up, Virgin Media Anywhere or Virgin TV Kids?

Base : Those aged 11-16 who have heard of Virgin TV Catch-up, Virgin Media Anywhere or Virgin TV Kids

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 *a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND *b	WALES ^c	NORTHERN IRELAND *d	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%														
Unweighted total	332	77	129	126	155	177	215	61	19	37	116	89	60	64
Effective Weighted Sample	272	67	108	98	124	149	208	55	18	36	98	76	48	54
Total	335	79	134	121	148	186	282	36	7	9	95	101	61	76
Most days	63 19%	17 21%	33 24% c	14 11%	32 21%	31 17%	53 19%	7 18%	** **	2 18%	28 29% bc	7 7%	8 14%	20 27% b
Weekly	45 13%	10 12%	22 17%	13 11%	21 14%	24 13%	41 15%	2 6%	** **	2 17%	15 16%	14 14%	8 14%	8 11%
Less often	47 14%	14 17%	16 12%	18 15%	26 17%	22 12%	44 16% b	1 2%	** **	2 23% b	16 16%	13 13%	9 14%	10 13%
Never	167 50%	36 46%	62 46%	68 56%	70 47%	97 52%	130 46%	27 73% ad	** **	4 42%	35 37%	62 61% a	33 53%	37 48%
Don't know	13 4%	3 3%	1 1%	9 7% b	- -%	13 7% a	13 4%	- -%	** **	- -%	2 2%	5 5%	3 5%	2 2%

Q14N. How often in the past month have you watched shows or films on Virgin TV Catch-up, Virgin Media Anywhere or Virgin TV Kids?

Base : Those aged 11-16 who have heard of Virgin TV Catch-up, Virgin Media Anywhere or Virgin TV Kids

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	*c	a	*b	a	^b	a	b	*c	*a	b
Unweighted total	332	126	102	83	281	49	316	16	217	108	59	88	241
Effective Weighted Sample	272	108	81	69	226	45	259	14	180	87	48	68	202
Total	335	145	97	75	274	57	317	17	221	107	58	80	252
Most days	63	28	14	18	54	9	63	**	42	21	16	14	49
	19%	19%	15%	24%	20%	16%	20%	**	19%	20%	27%	17%	20%
Weekly	45	15	18	7	37	8	43	**	33	10	8	6	39
	13%	10%	19%	9%	13%	15%	14%	**	15%	9%	14%	8%	15%
Less often	47	20	9	15	38	8	47	**	33	13	10	11	36
	14%	14%	10%	20%	14%	13%	15%	**	15%	12%	17%	14%	14%
Never	167	72	52	35	136	31	152	**	104	62	21	48	116
	50%	50%	54%	47%	49%	54%	48%	**	47%	58% c	37%	61% b	46%
Don't know	13	10	3	-	9	1	12	**	8	1	3	-	12
	4%	7% c	3%	-%	3%	2%	4%	**	4%	1%	5%	-%	5%

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Prepared by Critical Research : 0203 643 9043

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Q140. How often in the past month have you watched shows or films on BBC TV shows on YouTube?

Base : Those aged 11-16 who have heard of BBC TV shows on YouTube

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	*b	*c	*d	a	b	c	d
Unweighted total	717	178	295	244	370	347	464	86	85	82	249	189	149	125
Effective Weighted Sample	585	147	244	194	299	285	449	78	79	81	212	153	122	105
Total	715	174	297	245	368	348	606	54	36	20	205	202	157	146
Most days	177	47	73	58	93	85	150	13	9	5	55	44	43	33
	25%	27%	25%	24%	25%	24%	25%	23%	26%	27%	27%	22%	28%	23%
Weekly	161	48	65	48	81	79	138	12	6	5	47	49	36	28
	22%	28%	22%	20%	22%	23%	23%	22%	18%	25%	23%	24%	23%	19%
Less often	162	36	76	51	84	79	134	16	10	3	54	40	36	27
	23%	21%	26%	21%	23%	23%	22%	29% d	27%	14%	26%	20%	23%	19%
Never	205	39	80	85	106	99	175	13	10	6	44	66	40	55
	29%	23%	27%	35% a	29%	29%	29%	25%	29%	31%	21%	33% a	25%	38% ac
Don't know	10	4	3	4	4	6	9	1	*	*	5	2	1	2
	1%	2%	1%	1%	1%	2%	1%	1%	1%	3%	2%	1%	1%	1%

Q140. How often in the past month have you watched shows or films on BBC TV shows on YouTube?

Base : Those aged 11-16 who have heard of BBC TV shows on YouTube

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	^a b	a	b	c	a	b
Unweighted total	717	248	264	152	590	119	700	17	458	239	138	185	527
Effective Weighted Sample	585	206	211	128	468	110	571	14	376	193	113	145	435
Total	715	267	256	139	565	141	697	18	456	239	139	177	531
Most days	177	64	66	26	135	39	177	**	137	38	50	28	149
	25%	24%	26%	19%	24%	28%	25%	**	30%	16%	36%	16%	28%
									b		b		a
Weekly	161	52	61	42	127	31	161	**	115	38	33	23	138
	22%	19%	24%	30%	23%	22%	23%	**	25%	16%	24%	13%	26%
				a					b				a
Less often	162	63	55	37	135	28	162	**	102	51	28	27	135
	23%	24%	21%	26%	24%	20%	23%	**	22%	21%	20%	15%	25%
													a
Never	205	84	70	32	160	40	188	**	96	107	27	96	103
	29%	31%	27%	23%	28%	29%	27%	**	21%	45%	19%	54%	19%
										ac		b	
Don't know	10	4	4	2	8	3	9	**	7	4	2	4	6
	1%	2%	2%	1%	1%	2%	1%	**	1%	2%	1%	2%	1%

Q14P. How often in the past month have you watched shows or films on Apple TV+?

Base : Those aged 11-16 who have heard of Apple TV+

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1015	240	399	376	494	521	618	133	139	125	342	288	204	176
Effective Weighted Sample	809	196	320	293	388	421	600	120	128	123	282	229	166	144
Total	975	232	381	362	467	509	808	84	54	30	271	295	211	194
Most days	51 5%	12 5%	25 7%	14 4%	26 6%	26 5%	43 5%	3 4%	3 5%	2 7%	27 10% bcd	13 4%	5 3%	6 3%
Weekly	71 7%	15 6%	27 7%	30 8%	31 7%	40 8%	58 7%	5 6%	5 9%	3 9%	38 14% bcd	17 6%	11 5%	6 3%
Less often	146 15%	42 18%	52 14%	53 15%	60 13%	86 17%	125 15%	10 12%	9 17%	3 11%	39 15%	42 14%	39 18%	27 14%
Never	683 70%	160 69%	268 70%	255 71%	340 73%	343 67%	565 70%	63 75%	35 64%	21 71%	162 60%	217 73% a	149 71% a	153 79% a
Don't know	23 2%	4 2%	10 3%	9 3%	9 2%	14 3%	17 2%	3 4%	3 5%	1 2%	4 1%	6 2%	8 4%	2 1%

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

Q14P. How often in the past month have you watched shows or films on Apple TV+?

Base : Those aged 11-16 who have heard of Apple TV+

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1015	339	393	210	864	143	957	58	621	365	202	323	687
Effective Weighted Sample	809	281	305	171	671	130	762	46	500	286	164	253	551
Total	975	363	363	185	801	163	917	59	604	344	201	306	662
Most days	51	20	13	16	40	12	51	-	48	3	10	6	46
	5%	5%	4%	9%	5%	7%	6%	-%	8%	1%	5%	2%	7%
				b					b		b		a
Weekly	71	16	35	18	58	12	71	-	63	6	25	5	66
	7%	4%	10%	10%	7%	8%	8%	-%	10%	2%	12%	2%	10%
			a	a			b		b		b		a
Less often	146	58	58	22	120	27	142	5	106	37	36	22	125
	15%	16%	16%	12%	15%	16%	15%	8%	18%	11%	18%	7%	19%
									b		b		a
Never	683	259	248	125	563	110	632	51	380	290	128	268	409
	70%	71%	68%	68%	70%	67%	69%	87%	63%	84%	64%	88%	62%
								a		ac		b	
Don't know	23	10	8	3	20	3	20	3	7	8	3	5	17
	2%	3%	2%	1%	3%	2%	2%	5%	1%	2%	1%	2%	3%

Q14A-P. SERVICES WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
YouTube	1713	517	690	506	840	873	1424	145	91	53	403	500	361	439
	86%	86%	86%	84%	86%	86%	86% b	81%	91% ab	88% b	83%	87%	89% ad	84%
Netflix	1689	504	661	524	813	875	1393	152	90	54	403	485	343	449
	84%	84%	83%	87% b	83%	86%	84%	85%	90% a	90% a	83%	84%	85%	86%
BBC iPlayer	1117	310	453	354	503	613	948	82	56	30	311	357	232	212
	56%	52%	57%	59% a	51%	60% a	57% bd	46%	56% b	49%	64% d	62% d	57% d	40%
Amazon Prime Video	1116	345	438	333	544	572	919	103	64	29	303	330	225	254
	56%	58%	55%	55%	55%	56%	55%	57% d	64% ad	49%	62% d	57% d	56%	48%
Disney+	1010	287	401	322	453	558	831	90	51	38	278	281	186	257
	51%	48%	50%	54%	46%	55% a	50%	50%	51%	64% abc	57% bcd	49%	46%	49%
ITV Hub or ITV Hub+	846	210	349	287	385	461	726	51	46	23	224	255	179	183
	42%	35%	44% a	48% a	39%	45% a	44% b	28%	46% b	38% b	46% d	44% d	44% d	35%
Sky On Demand or Sky Go or Sky Kids	751	218	308	226	382	369	619	72	35	25	228	233	150	135
	38%	36%	38%	38%	39%	36%	37%	40%	35%	41%	47% bcd	41% d	37% d	26%
All4 (previously 4OD)	739	169	306	263	349	390	631	51	36	21	211	218	168	138
	37%	28%	38% a	44% a	36%	38%	38% b	28%	36%	35%	43% d	38% d	42% d	26%
BBC TV shows on YouTube	500	131	213	156	258	243	422	40	25	13	157	133	115	89
	25%	22%	27%	26%	26%	24%	25%	22%	25%	22%	32% bd	23% d	29% d	17%
My5 (previously Demand 5)	460	102	203	156	207	254	391	37	20	11	138	124	98	97
	23%	17%	25% a	26% a	21%	25%	24%	21%	20%	19%	29% bd	22%	24%	18%

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

Q14A-P. SERVICES WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
NOW TV	437	133	185	118	207	230	349	43	31	15	114	102	109	110
	22%	22%	23%	20%	21%	23%	21%	24%	31% a	25%	23% b	18%	27% b	21%
BBC iPlayer Kids	289	107	110	72	128	161	245	28	9	7	101	71	60	53
	14%	18% c	14%	12%	13%	16%	15% c	16% c	9%	11%	21% bcd	12%	15%	10%
Apple TV+	269	69	103	97	117	152	226	18	17	8	105	72	54	39
	13%	11%	13%	16% a	12%	15%	14%	10%	17% b	13%	22% bcd	12% d	13% d	7%
Virgin TV Catch-up, Virgin Media Anywhere or Virgin TV Kids	155	40	71	45	79	77	139	10	2	5	58	34	25	38
	8%	7%	9%	7%	8%	8%	8% c	5% c	2%	9% c	12% bcd	6%	6%	7%
BritBox	142	34	57	51	72	71	120	12	5	4	46	37	35	23
	7%	6%	7%	9%	7%	7%	7%	7%	5%	7%	9% d	6%	9% d	4%
Hayu	93	26	34	34	30	63	78	10	1	4	38	19	22	11
	5%	4%	4%	6%	3%	6% a	5% c	6% c	1%	7% c	8% bd	3%	5% d	2%
ANY OF THESE	1968	593	786	589	966	1003	1632	178	99	60	480	569	396	513
	98%	99%	98%	98%	98%	99%	98%	99%	99%	100%	99%	99%	98%	98%
NONE OF THESE	32	7	14	11	17	15	28	2	1	*	5	7	8	12
	2%	1%	2%	2%	2%	1%	2%	1%	1%	0%	1%	1%	2%	2%
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number of VOD services (out of 16)	5.7	5.3	5.7	5.9	5.5	5.9	5.7	5.3	5.8	5.7	6.4	5.6	5.8	4.8
			a	a		a	b		b		bcd	d	d	
Standard deviation	3.15	2.95	3.21	3.23	3.12	3.17	3.20	2.99	2.74	2.93	3.43	2.88	3.25	2.85
Standard error	.07	.12	.11	.13	.10	.10	.09	.18	.17	.18	.14	.12	.16	.14

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

Q14A-P. SERVICES WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
YouTube	1713	687	614	288	1401	300	1573	140	990	671	332	788	925
	86%	86%	86%	85%	85%	88%	88%	68%	87%	85%	84%	78%	97%
							b						a
Netflix	1689	684	592	286	1389	283	1529	160	972	661	338	793	895
	84%	86%	83%	85%	85%	83%	85%	78%	85%	83%	86%	78%	94%
							b						a
BBC iPlayer	1117	401	419	218	899	206	1117	-	723	362	219	277	839
	56%	50%	59%	65%	55%	61%	62%	-%	64%	46%	56%	27%	88%
			a	a			b		bc		b		a
Amazon Prime Video	1116	426	393	223	937	174	1039	77	679	403	229	373	743
	56%	54%	55%	66%	57%	51%	58%	37%	60%	51%	58%	37%	78%
				ab			b		b		b		a
Disney+	1010	420	337	178	840	167	930	80	638	342	220	358	652
	51%	53%	47%	53%	51%	49%	52%	39%	56%	43%	56%	35%	68%
							b		b		b		a
ITV Hub or ITV Hub+	846	319	317	143	700	140	827	19	530	289	161	131	715
	42%	40%	44%	42%	43%	41%	46%	9%	47%	36%	41%	13%	75%
							b		b				a
Sky On Demand or Sky Go or Sky Kids	751	267	279	165	628	116	711	40	458	274	157	247	504
	38%	34%	39%	49%	38%	34%	40%	20%	40%	35%	40%	24%	53%
			a	ab			b		b				a
All4 (previously 4OD)	739	273	287	129	610	124	722	16	478	242	147	90	649
	37%	34%	40%	38%	37%	37%	40%	8%	42%	30%	37%	9%	68%
			a				b		b		b		a
BBC TV shows on YouTube	500	179	182	105	397	98	500	-	354	128	111	78	423
	25%	23%	26%	31%	24%	29%	28%	-%	31%	16%	28%	8%	44%
				a			b		b		b		a

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

Q14A-P. SERVICES WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
My5 (previously Demand 5)	460	174	176	83	379	78	451	9	294	155	82	24	436
	23%	22%	25%	25%	23%	23%	25%	5%	26%	20%	21%	2%	46%
							b		b				a
NOW TV	437	173	160	72	372	63	413	24	282	138	113	91	346
	22%	22%	22%	21%	23%	19%	23%	12%	25%	17%	29%	9%	36%
							b		b		b		a
BBC iPlayer Kids	289	112	101	58	210	76	289	-	233	51	62	34	255
	14%	14%	14%	17%	13%	22%	16%	-%	21%	6%	16%	3%	27%
						a	b		b		b		a
Apple TV+	269	94	107	57	217	51	264	5	217	46	70	33	237
	13%	12%	15%	17%	13%	15%	15%	2%	19%	6%	18%	3%	25%
				a			b		b		b		a
Virgin TV Catch-up, Virgin Media Anywhere or Virgin TV Kids	155	63	42	40	129	25	154	2	108	44	33	31	124
	8%	8%	6%	12%	8%	7%	9%	1%	10%	6%	8%	3%	13%
				b			b		b				a
BritBox	142	51	64	23	124	19	139	3	110	30	33	11	131
	7%	6%	9%	7%	8%	5%	8%	2%	10%	4%	8%	1%	14%
							b		b		b		a
Hayu	93	34	36	18	76	17	92	1	78	10	17	6	87
	5%	4%	5%	5%	5%	5%	5%	1%	7%	1%	4%	1%	9%
							b		b		b		a
ANY OF THESE	1968	780	707	335	1613	337	1780	188	1124	777	391	1015	954
	98%	98%	99%	99%	98%	99%	99%	92%	99%	98%	99%	100%	100%
							b						
NONE OF THESE	32	15	6	2	29	3	15	17	13	16	3	-	-
	2%	2%	1%	1%	2%	1%	1%	8%	1%	2%	1%	-%	-%
								a					
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Columns Tested: a,b,c - a,b - a,b - a,b,c - a,b													

Q14A-P. SERVICES WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Mean number of VOD services (out of 16)	5.7	5.5	5.8	6.2	5.7	5.7	6.0	2.8	6.3	4.9	5.9	3.3	8.3
				ab			b		bc		b		a
Standard deviation	3.15	3.08	3.16	3.23	3.18	2.98	3.11	1.80	3.30	2.70	3.18	1.30	2.20
Standard error	.07	.11	.11	.17	.08	.17	.07	.13	.10	.10	.16	.04	.07

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

Q14A-P. NUMBER OF STREAMING SERVICES WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
None	32 2%	7 1%	14 2%	11 2%	17 2%	15 1%	28 2%	2 1%	1 1%	* *%	5 1%	7 1%	8 2%	12 2%
1	111 6%	34 6%	46 6%	32 5%	67 7% b	44 4%	96 6%	10 5%	3 3%	2 3%	21 4%	34 6%	18 5%	36 7%
2	176 9%	58 10%	62 8%	56 9%	94 10%	82 8%	140 8%	24 13% ac	6 6%	7 11% c	31 6%	43 7%	37 9%	65 12% ab
3	248 12%	79 13%	109 14%	60 10%	122 12%	126 12%	215 13% b	14 8%	11 11%	7 12%	46 10%	66 11%	48 12%	88 17% ab
4	239 12%	82 14%	98 12%	60 10%	127 13%	113 11%	191 12%	29 16% d	14 14%	6 9%	50 10%	66 11%	47 12%	76 14%
5	240 12%	86 14% b	78 10%	77 13%	104 11%	136 13%	184 11%	33 18% a	14 14%	10 17% a	61 13%	77 13%	43 11%	57 11%
6	204 10%	67 11%	85 11%	52 9%	104 11%	100 10%	167 10%	19 10%	12 12%	6 10%	56 12%	58 10%	32 8%	57 11%
7	219 11%	77 13%	81 10%	60 10%	109 11%	110 11%	184 11% b	12 7%	14 14% b	8 14% b	48 10%	69 12%	52 13%	51 10%
8	162 8%	26 4%	70 9% a	66 11% a	78 8%	84 8%	134 8%	14 8%	11 11%	4 6%	41 8% d	57 10% d	40 10% d	22 4%
9	130 7%	27 5%	58 7%	45 7%	53 5%	77 8%	111 7%	13 7%	4 4%	3 5%	40 8% d	46 8%	20 5%	24 5%
10	91 5%	18 3%	43 5%	30 5%	45 5%	47 5%	80 5% b	3 2%	6 6% b	2 4%	23 5%	28 5%	23 6%	18 3%

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

Q14A-P. NUMBER OF STREAMING SERVICES WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
11	60 3%	16 3%	18 2%	25 4%	25 3%	35 3%	54 3% c	2 1%	1 1%	3 4% bc	24 5% d	15 3%	12 3%	8 2%
12	33 2%	8 1%	19 2%	6 1%	15 2%	17 2%	30 2%	1 *%	1 1%	1 2%	11 2% b	4 1%	12 3% b	5 1%
13	25 1%	7 1%	6 1%	12 2% b	11 1%	14 1%	21 1%	2 1%	1 1%	1 2%	10 2%	4 1%	5 1%	4 1%
14	8 *%	3 *%	4 1%	1 *%	2 *%	7 1%	7 *%	1 *%	1 1%	- -%	5 1% d	1 *%	2 *%	- -%
15	9 *%	3 *%	4 *%	3 *%	3 *%	6 1%	7 *%	1 1%	- -%	- -%	6 1% b	- -%	1 *%	2 *%
16	12 1%	2 *%	7 1%	4 1%	6 1%	6 1%	11 1%	2 1%	- -%	- -%	6 1%	1 *%	3 1%	2 *%
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number of VOD services (out of 16)	5.7	5.3	5.7 a	5.9 a	5.5	5.9 a	5.7 b	5.3	5.8 b	5.7	6.4 bcd	5.6 d	5.8 d	4.8
Standard deviation	3.15	2.95	3.21	3.23	3.12	3.17	3.20	2.99	2.74	2.93	3.43	2.88	3.25	2.85
Standard error	.07	.12	.11	.13	.10	.10	.09	.18	.17	.18	.14	.12	.16	.14

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

Q14A-P. NUMBER OF STREAMING SERVICES WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
None	32 2%	15 2%	6 1%	2 1%	29 2%	3 1%	15 1%	17 8% a	13 1%	16 2%	3 1%	- -%	- -%
1	111 6%	45 6%	34 5%	16 5%	91 6%	16 5%	78 4%	34 16% a	54 5%	48 6%	23 6%	111 11% b	- -%
2	176 9%	79 10%	63 9%	24 7%	143 9%	30 9%	138 8%	38 18% a	72 6%	97 12% a	33 8%	176 17% b	- -%
3	248 12%	102 13%	95 13%	30 9%	208 13%	36 11%	194 11%	54 26% a	119 10%	124 16% a	51 13%	248 24% b	- -%
4	239 12%	105 13%	82 12%	38 11%	194 12%	45 13%	204 11%	35 17% a	113 10%	116 15% ac	31 8%	239 24% b	- -%
5	240 12%	83 10%	90 13%	49 14%	197 12%	43 13%	222 12%	18 9%	133 12%	98 12%	46 12%	240 24% b	- -%
6	204 10%	78 10%	76 11%	34 10%	162 10%	41 12%	201 11% b	3 2%	118 10%	80 10%	42 11%	- -%	204 21% a
7	219 11%	86 11%	78 11%	37 11%	180 11%	36 11%	217 12% b	3 1%	129 11%	82 10%	50 13%	- -%	219 23% a
8	162 8%	64 8%	58 8%	29 9%	127 8%	33 10%	161 9% b	1 *%	103 9%	55 7%	27 7%	- -%	162 17% a
9	130 7%	58 7%	39 6%	26 8%	109 7%	21 6%	128 7% b	2 1%	96 8% b	32 4%	32 8% b	- -%	130 14% a

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

Q14A-P. NUMBER OF STREAMING SERVICES WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
10	91 5%	32 4%	37 5%	18 5%	77 5%	13 4%	90 5% b	1 1%	66 6% b	22 3%	24 6% b	- -%	91 10% a
11	60 3%	20 3%	19 3%	16 5%	51 3%	9 3%	60 3% b	- -%	48 4% b	11 1%	11 3%	- -%	60 6% a
12	33 2%	11 1%	14 2%	4 1%	29 2%	4 1%	33 2%	- -%	28 2% b	3 *%	10 3% b	- -%	33 3% a
13	25 1%	9 1%	8 1%	7 2%	18 1%	7 2%	25 1%	- -%	22 2% b	3 *%	5 1%	- -%	25 3% a
14	8 *%	1 *%	5 1%	2 1%	6 *%	2 1%	8 *%	- -%	5 *%	2 *%	4 1%	- -%	8 1% a
15	9 *%	4 *%	3 *%	2 *%	9 1%	- -%	9 *%	- -%	6 1%	2 *%	1 *%	- -%	9 1% a
16	12 1%	3 *%	6 1%	4 1%	11 1%	1 *%	12 1%	- -%	12 1% b	- -%	1 *%	- -%	12 1% a
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mean number of VOD services (out of 16)	5.7	5.5	5.8	6.2 ab	5.7	5.7	6.0 b	2.8	6.3 bc	4.9	5.9 b	3.3	8.3 a
Standard deviation	3.15	3.08	3.16	3.23	3.18	2.98	3.11	1.80	3.30	2.70	3.18	1.30	2.20
Standard error	.07	.11	.11	.17	.08	.17	.07	.13	.10	.10	.16	.04	.07

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

Q14A-P. SERVICES WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
YouTube	1578 79%	485 81%	639 80%	455 76%	786 80%	792 78%	1309 79%	134 74%	84 84% b	51 85% ab	375 77%	452 78%	336 83% a	408 78%
Netflix	1549 77%	452 75%	609 76%	488 81% ab	743 76%	806 79%	1272 77%	143 80%	85 85% a	49 82%	381 78%	432 75%	320 79%	408 78%
Amazon Prime Video	733 37%	204 34%	311 39%	218 36%	367 37%	366 36%	593 36%	79 44% ad	41 41%	20 33%	229 47% bcd	201 35%	133 33%	165 31%
Disney+	703 35%	219 37%	276 34%	208 35%	305 31%	398 39% a	572 34%	66 37%	37 37%	28 47% abc	208 43% bcd	206 36%	118 29%	168 32%
BBC iPlayer	611 31%	158 26%	257 32% a	196 33% a	271 28%	339 33% a	522 31% d	46 25%	29 29%	14 24%	181 37% cd	196 34% d	120 30% d	110 21%
Sky On Demand or Sky Go or Sky Kids	537 27%	160 27%	215 27%	162 27%	262 27%	275 27%	443 27%	52 29%	25 25%	18 31%	177 36% bcd	162 28% d	105 26% d	93 18%
ITV Hub or ITV Hub+	417 21%	93 15%	179 22% a	146 24% a	192 20%	226 22%	361 22% b	24 14%	21 21% b	11 18%	120 25% bd	105 18%	108 27% bd	83 16%
All4 (previously 4OD)	355 18%	77 13%	153 19% a	125 21% a	158 16%	196 19%	309 19% b	20 11%	15 15%	11 18% b	109 22% bd	87 15%	90 22% bd	67 13%
BBC TV shows on YouTube	338 17%	95 16%	138 17%	106 18%	174 18%	164 16%	288 17%	24 14%	15 15%	10 17%	102 21% bd	93 16%	79 20% d	61 12%
NOW TV	270 13%	84 14%	112 14%	74 12%	134 14%	136 13%	219 13%	21 12%	21 21% ab	8 14%	79 16% b	57 10%	66 16% b	66 13%

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

Q14A-P. SERVICES WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
My5 (previously Demand 5)	175	30	84	60	79	96	148	13	8	5	56	45	36	35
	9%	5%	10%	10%	8%	9%	9%	7%	8%	8%	12%	8%	9%	7%
			a	a							d			
BBC iPlayer Kids	149	55	59	35	69	80	124	17	4	4	61	34	29	26
	7%	9%	7%	6%	7%	8%	7%	10%	4%	6%	13%	6%	7%	5%
		c						c			bcd			
Apple TV+	123	27	51	44	57	66	102	9	8	5	65	30	16	12
	6%	5%	6%	7%	6%	6%	6%	5%	8%	8%	13%	5%	4%	2%
											bcd	d		
Virgin TV Catch-up, Virgin Media Anywhere or Virgin TV Kids	108	26	55	27	53	55	95	9	1	3	42	21	17	28
	5%	4%	7%	4%	5%	5%	6%	5%	1%	5%	9%	4%	4%	5%
							c	c		c	bc			
BritBox	71	23	28	20	40	31	61	5	2	3	27	20	19	3
	4%	4%	3%	3%	4%	3%	4%	3%	2%	4%	6%	4%	5%	1%
											d	d	d	
Hayu	52	13	14	24	16	36	42	6	1	2	23	12	12	4
	3%	2%	2%	4%	2%	4%	3%	3%	1%	4%	5%	2%	3%	1%
				b		a				c	bd		d	
ANY OF THESE	1947	583	779	586	955	992	1613	177	99	59	474	565	392	507
	97%	97%	97%	98%	97%	97%	97%	98%	99%	98%	98%	98%	97%	97%
NONE OF THESE	53	17	21	14	27	26	47	3	1	1	10	11	12	18
	3%	3%	3%	2%	3%	3%	3%	2%	1%	2%	2%	2%	3%	3%
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number of VOD services (out of 16)	3.9	3.7	4.0	4.0	3.8	4.0	3.9	3.7	4.0	4.0	4.6	3.7	4.0	3.3
			a	a		a					bcd	d	d	
Standard deviation	2.50	2.39	2.55	2.53	2.46	2.54	2.54	2.39	2.09	2.43	3.01	2.18	2.49	2.12
Standard error	.06	.10	.09	.10	.08	.08	.07	.14	.13	.15	.12	.09	.13	.10

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

Q14A-P. SERVICES WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
YouTube	1578 79%	636 80%	563 79%	265 78%	1289 79%	279 82%	1456 81% b	122 59%	912 80%	616 78%	313 80%	717 71%	861 90% a
Netflix	1549 77%	630 79%	538 75%	273 81%	1275 78%	257 76%	1406 78% b	143 70%	904 80%	598 75%	319 81%	713 70%	836 88% a
Amazon Prime Video	733 37%	273 34%	253 36%	161 48% ab	606 37%	124 36%	685 38% b	48 23%	469 41% b	243 31%	159 40% b	213 21%	520 55% a
Disney+	703 35%	286 36%	242 34%	136 40%	577 35%	125 37%	656 37% b	48 23%	458 40% b	226 28%	157 40% b	238 23%	466 49% a
BBC iPlayer	611 31%	203 26%	227 32% a	133 39% ab	483 29%	124 36% a	611 34% b	- -%	420 37% b	180 23%	124 31% b	122 12%	489 51% a
Sky On Demand or Sky Go or Sky Kids	537 27%	196 25%	201 28%	120 35% ab	448 27%	87 26%	504 28% b	33 16%	329 29%	197 25%	114 29%	182 18%	355 37% a
ITV Hub or ITV Hub+	417 21%	149 19%	166 23%	72 21%	349 21%	64 19%	411 23% b	6 3%	294 26% b	111 14%	83 21% b	61 6%	356 37% a
All4 (previously 4OD)	355 18%	128 16%	143 20%	60 18%	290 18%	61 18%	346 19% b	9 4%	252 22% b	91 11%	78 20% b	38 4%	316 33% a
BBC TV shows on YouTube	338 17%	116 15%	127 18%	68 20% a	262 16%	70 21%	338 19% b	- -%	252 22% b	77 10%	83 21% b	51 5%	287 30% a

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

Q14A-P. SERVICES WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
NOW TV	270	108	96	46	225	45	257	13	178	82	66	59	210
	13%	14%	13%	14%	14%	13%	14%	6%	16%	10%	17%	6%	22%
							b		b		b		a
My5 (previously Demand 5)	175	60	72	34	138	36	172	3	118	52	30	7	167
	9%	7%	10%	10%	8%	10%	10%	1%	10%	7%	8%	1%	18%
							b		b				a
BBC iPlayer Kids	149	52	55	37	108	40	149	-	130	18	32	13	136
	7%	7%	8%	11%	7%	12%	8%	-%	11%	2%	8%	1%	14%
				a		a	b		b		b		a
Apple TV+	123	36	48	35	98	24	123	-	111	9	35	11	112
	6%	4%	7%	10%	6%	7%	7%	-%	10%	1%	9%	1%	12%
				a			b		b		b		a
Virgin TV Catch-up, Virgin Media Anywhere or Virgin TV Kids	108	43	32	25	91	17	106	2	75	31	24	20	88
	5%	5%	5%	7%	6%	5%	6%	1%	7%	4%	6%	2%	9%
							b		b				a
BritBox	71	19	34	15	60	10	69	2	57	12	18	8	63
	4%	2%	5%	4%	4%	3%	4%	1%	5%	2%	5%	1%	7%
			a						b		b		a
Hayu	52	13	25	10	41	11	52	-	44	5	11	6	46
	3%	2%	3%	3%	2%	3%	3%	-%	4%	1%	3%	1%	5%
			a				b		b		b		a
ANY OF THESE	1947	771	703	331	1597	333	1764	183	1116	765	387	994	953
	97%	97%	99%	98%	97%	98%	98%	89%	98%	97%	98%	98%	100%
							b		b				a
NONE OF THESE	53	24	10	7	45	7	31	22	21	28	7	20	1
	3%	3%	1%	2%	3%	2%	2%	11%	2%	3%	2%	2%	1%
								a		a		b	1%
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Columns Tested: a,b,c - a,b - a,b - a,b,c - a,b													

Q14A-P. SERVICES WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Mean number of VOD services (out of 16)	3.9	3.7	4.0	4.4	3.9	4.0	4.1	2.1	4.4	3.2	4.2	2.4	5.6
			a	ab			b		b		b		a
Standard deviation	2.50	2.35	2.52	2.78	2.51	2.45	2.52	1.41	2.69	2.00	2.43	1.14	2.47
Standard error	.06	.09	.09	.14	.06	.14	.06	.10	.08	.07	.12	.04	.08

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

Q14A-P. NUMBER OF STREAMING SERVICES WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
None	53 3%	17 3%	21 3%	14 2%	27 3%	26 3%	47 3%	3 2%	1 1%	1 2%	10 2%	11 2%	12 3%	18 3%
1	218 11%	69 11%	85 11%	64 11%	120 12%	98 10%	187 11% c	19 10%	7 7%	5 9%	38 8%	71 12% a	35 9%	73 14% ac
2	391 20%	126 21%	150 19%	115 19%	195 20%	197 19%	319 19%	39 22%	20 20%	13 21%	76 16%	110 19%	81 20%	124 24% a
3	373 19%	109 18%	149 19%	116 19%	189 19%	184 18%	314 19%	34 19%	16 16%	9 15%	86 18%	99 17%	81 20%	104 20%
4	326 16%	113 19%	124 16%	88 15%	155 16%	172 17%	262 16%	33 18%	21 21% a	10 17%	70 14%	100 17%	63 15%	93 18%
5	216 11%	68 11%	93 12%	56 9%	111 11%	106 10%	172 10%	23 13%	16 16% a	6 10%	57 12%	74 13%	38 10%	47 9%
6	146 7%	34 6%	55 7%	57 9% a	60 6%	86 8%	117 7%	15 8%	9 9%	5 9%	44 9% d	46 8% d	34 8% d	21 4%
7	103 5%	21 4%	49 6% a	34 6%	41 4%	63 6%	91 5% b	3 2%	4 4%	5 8% b	32 6%	30 5%	22 5%	20 4%
8	58 3%	13 2%	22 3%	23 4%	25 3%	33 3%	49 3%	5 3%	2 2%	2 3%	21 4% d	17 3%	14 4% d	6 1%
9	53 3%	14 2%	25 3%	14 2%	30 3%	24 2%	48 3% b	1 1%	3 3%	2 3%	17 4%	12 2%	10 3%	12 2%
10	22 1%	5 1%	8 1%	9 2%	16 2%	6 1%	21 1%	- -%	1 1%	* 1%	8 2% d	5 1%	8 2% d	1 *%

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

Q14A-P. NUMBER OF STREAMING SERVICES WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
11	11 1%	1 *%	6 1%	4 1%	4 *%	7 1%	8 *%	1 1%	1 1%	1 2% a	4 1%	1 *%	3 1%	4 1%
12	16 1%	3 1%	10 1%	2 *%	8 1%	8 1%	16 1%	1 *%	- -%	- -%	12 2% bd	- -%	3 1%	1 *%
13	2 *%	2 *%	- -%	* *%	* *%	2 *%	1 *%	1 *%	- -%	* *%	2 *%	- -%	- -%	- -%
14	5 *%	1 *%	2 *%	2 *%	2 *%	2 *%	3 *%	1 1%	- -%	- -%	3 1%	1 *%	- -%	- -%
15	3 *%	2 *%	- -%	1 *%	1 *%	2 *%	2 *%	1 *%	- -%	- -%	2 *%	- -%	1 *%	- -%
16	4 *%	1 *%	2 *%	1 *%	- -%	4 *%	3 *%	1 *%	- -%	- -%	3 1%	- -%	1 *%	- -%
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number of VOD services (out of 16)	3.9	3.7	4.0 a	4.0 a	3.8	4.0 a	3.9	3.7	4.0	4.0	4.6 bcd	3.7 d	4.0 d	3.3
Standard deviation	2.50	2.39	2.55	2.53	2.46	2.54	2.54	2.39	2.09	2.43	3.01	2.18	2.49	2.12
Standard error	.06	.10	.09	.10	.08	.08	.07	.14	.13	.15	.12	.09	.13	.10

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

Q14A-P. NUMBER OF STREAMING SERVICES WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
None	53 3%	24 3%	10 1%	7 2%	45 3%	7 2%	31 2%	22 11% a	21 2%	28 3% a	7 2%	20 2% b	1 *%
1	218 11%	93 12% c	83 12% c	24 7%	178 11%	35 10%	166 9%	52 25% a	96 8%	110 14% ac	32 8%	209 21% b	9 1%
2	391 20%	169 21%	125 18%	63 19%	323 20%	65 19%	325 18%	66 32% a	181 16%	193 24% ac	70 18%	331 33% b	60 6%
3	373 19%	131 17%	147 21%	61 18%	314 19%	55 16%	336 19%	37 18%	188 17%	172 22% a	69 18%	269 27% b	104 11%
4	326 16%	137 17%	120 17%	46 14%	267 16%	58 17%	308 17% b	18 9%	186 16%	132 17%	64 16%	146 14%	180 19% a
5	216 11%	91 11%	79 11%	38 11%	182 11%	35 10%	211 12% b	6 3%	148 13% b	62 8%	50 13% b	39 4%	177 19% a
6	146 7%	59 7%	48 7%	31 9%	109 7%	34 10% a	144 8% b	2 1%	102 9% b	43 5%	37 9% b	- -%	146 15% a
7	103 5%	37 5%	34 5%	23 7%	86 5%	17 5%	102 6% b	1 1%	78 7% b	23 3%	29 7% b	- -%	103 11% a
8	58 3%	25 3%	20 3%	10 3%	49 3%	9 3%	57 3%	1 *%	44 4% b	14 2%	12 3%	- -%	58 6% a
9	53 3%	14 2%	21 3%	17 5% a	37 2%	15 4% a	53 3% b	- -%	45 4% b	8 1%	13 3% b	- -%	53 6% a

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

Q14A-P. NUMBER OF STREAMING SERVICES WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
10	22 1%	4 1%	10 1%	7 2% a	18 1%	4 1%	22 1%	- -%	14 1%	6 1%	3 1%	- -%	22 2% a
11	11 1%	4 *%	5 1%	3 1%	7 *%	4 1%	11 1%	- -%	9 1%	2 *%	2 *%	- -%	11 1% a
12	16 1%	2 *%	8 1%	5 1%	14 1%	2 1%	16 1%	- -%	14 1% b	1 *%	3 1%	- -%	16 2% a
13	2 *%	1 *%	* *%	1 *%	2 *%	- -%	2 *%	- -%	2 *%	- -%	- -%	- -%	2 *%
14	5 *%	3 *%	1 *%	1 *%	5 *%	- -%	5 *%	- -%	4 *%	1 *%	1 *%	- -%	5 *% a
15	3 *%	1 *%	2 *%	- -%	3 *%	- -%	3 *%	- -%	3 *%	- -%	1 *%	- -%	3 *%
16	4 *%	1 *%	1 *%	2 1%	4 *%	- -%	4 *%	- -%	4 *%	- -%	- -%	- -%	4 *%
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mean number of VOD services (out of 16)	3.9	3.7	4.0 a	4.4 ab	3.9	4.0	4.1 b	2.1	4.4 b	3.2	4.2 b	2.4	5.6 a
Standard deviation	2.50	2.35	2.52	2.78	2.51	2.45	2.52	1.41	2.69	2.00	2.43	1.14	2.47
Standard error	.06	.09	.09	.14	.06	.14	.06	.10	.08	.07	.12	.04	.08

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

Q15. You said you have watched (SERVICES AT Q14). Which of these do you use?

Base : Those aged 11-16 who have watched any of the catch-up, on-demand or streaming services in the past month

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2010	594	803	613	991	1019	1232	275	250	253	616	567	381	435
Effective Weighted Sample	1610	485	648	477	788	822	1197	251	231	249	512	445	313	368
Total	1968	593	786	589	966	1003	1632	178	99	60	480	569	396	513
TV set	1517	456	606	455	742	776	1254	138	79	46	385	439	316	370
	77%	77%	77%	77%	77%	77%	77%	78%	80%	77%	80% d	77%	80% d	72%
Mobile phone	1071	292	437	342	481	590	886	95	54	36	263	297	222	281
	54%	49%	56% a	58% a	50%	59% a	54%	54%	54%	61%	55%	52%	56%	55%
Laptop	768	214	312	242	311	457	640	62	41	24	251	223	127	164
	39%	36%	40%	41%	32%	46% a	39%	35%	41%	41%	52% bcd	39% cd	32%	32%
Tablet (like an iPad)	717	241	290	185	290	427	596	69	31	20	199	212	133	168
	36%	41% c	37%	31%	30%	43% a	37%	39%	32%	34%	41% cd	37%	33%	33%
Games console	511	157	205	150	317	194	403	58	32	17	113	123	102	170
	26%	26%	26%	25%	33% b	19%	25%	33% a	32% a	29%	24%	22%	26%	33% abc
Desktop computer	273	73	121	79	160	113	236	20	10	7	105	74	43	49
	14%	12%	15%	13%	17% b	11%	14% c	11%	10%	12%	22% bcd	13%	11%	10%
Any other device	11	5	3	3	6	5	8	2	1	*	4	1	3	3
	1%	1%	%	1%	1%	%	1%	1%	1%	%	1%	%	1%	1%
Don't know	4	3	-	2	2	2	4	-	1	-	1	-	1	2
	%	%	-%	%	%	%	%	-%	1%	-%	%	-%	%	%
ONLY A TV SET AND NO OTHER DEVICE	309	90	124	94	162	146	264	23	15	7	63	98	78	70
	16%	15%	16%	16%	17%	15%	16%	13%	15%	13%	13%	17%	20% ad	14%
ANY DEVICE OTHER THAN A TV SET	1655	500	661	494	801	854	1364	155	84	52	416	471	318	441
	84%	84%	84%	84%	83%	85%	84%	87%	85%	87%	87% c	83%	80%	86% c

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

Q15. You said you have watched (SERVICES AT Q14). Which of these do you use?

Base : Those aged 11-16 who have watched any of the catch-up, on-demand or streaming services in the past month

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2010	594	803	613	991	1019	1232	275	250	253	616	567	381	435
Effective Weighted Sample	1610	485	648	477	788	822	1197	251	231	249	512	445	313	368
Total	1968	593	786	589	966	1003	1632	178	99	60	480	569	396	513
ONLY A DEVICE OTHER THAN A TV SET	446	135	179	132	222	224	374	40	19	14	94	129	79	142
	23%	23%	23%	22%	23%	22%	23%	22%	19%	23%	20%	23%	20%	28% ac

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

Q15. You said you have watched (SERVICES AT Q14). Which of these do you use?

Base : Those aged 11-16 who have watched any of the catch-up, on-demand or streaming services in the past month

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2010	736	755	375	1706	290	1828	182	1162	781	399	1033	977
Effective Weighted Sample	1610	598	592	313	1335	262	1464	146	932	625	319	826	784
Total	1968	780	707	335	1613	337	1780	188	1124	777	391	1015	954
TV set	1517	573	558	272	1268	236	1396	122	867	602	297	722	795
	77%	73%	79%	81%	79%	70%	78%	65%	77%	77%	76%	71%	83%
			a	a	b		b						a
Mobile phone	1071	459	364	171	852	211	986	85	636	405	232	484	588
	54%	59%	51%	51%	53%	63%	55%	45%	57%	52%	59%	48%	62%
		bc				a	b				b		a
Laptop	768	279	287	157	584	175	726	42	513	232	172	329	439
	39%	36%	41%	47%	36%	52%	41%	22%	46%	30%	44%	32%	46%
				a		a	b		b		b		a
Tablet (like an iPad)	717	253	256	142	569	142	668	49	476	215	173	272	444
	36%	32%	36%	42%	35%	42%	38%	26%	42%	28%	44%	27%	47%
				a		a	b		b		b		a
Games console	511	235	172	78	437	71	458	53	303	193	109	244	267
	26%	30%	24%	23%	27%	21%	26%	28%	27%	25%	28%	24%	28%
		bc			b								
Desktop computer	273	87	105	66	216	54	250	23	178	88	48	114	159
	14%	11%	15%	20%	13%	16%	14%	12%	16%	11%	12%	11%	17%
				a					b				a
Any other device	11	6	4	1	10	1	10	2	7	4	2	6	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				*		*				*			
Don't know	4	3	-	1	4	-	3	1	-	4	-	3	1
	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%
				*	*	-	*		-	a	-	*	*
ONLY A TV SET AND NO OTHER DEVICE	309	99	118	60	262	42	277	32	151	144	57	205	104
	16%	13%	17%	18%	16%	13%	16%	17%	13%	19%	15%	20%	11%
			a	a						a		b	
ANY DEVICE OTHER THAN A TV SET	1655	678	589	275	1347	295	1500	155	973	628	333	807	848
	84%	87%	83%	82%	83%	87%	84%	82%	87%	81%	85%	80%	89%
		c							b				a

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

Q15. You said you have watched (SERVICES AT Q14). Which of these do you use?

Base : Those aged 11-16 who have watched any of the catch-up, on-demand or streaming services in the past month

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2010	736	755	375	1706	290	1828	182	1162	781	399	1033	977
Effective Weighted Sample	1610	598	592	313	1335	262	1464	146	932	625	319	826	784
Total	1968	780	707	335	1613	337	1780	188	1124	777	391	1015	954
ONLY A DEVICE OTHER THAN A TV SET	446	204	150	63	341	101	381	65	257	171	94	289	157
	23%	26%	21%	19%	21%	30%	21%	35%	23%	22%	24%	29%	16%
		bc				a		a				b	

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

Q16. Here are some TV channels you may have heard of. Can you please click on the ones you know?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1773 89%	517 86%	717 90%	539 90%	876 89%	897 88%	1460 88%	165 92%	93 93% a	54 90%	433 89%	530 92% cd	349 86%	453 86%
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, BBC Four, BBC News channel)	1763 88%	509 85%	718 90% a	536 89% a	865 88%	898 88%	1466 88%	153 85%	91 91% b	52 86%	433 89%	520 90% d	353 87%	447 85%
Any ITV channels - Like ITV/ STV/ UTV, ITV2, ITV3, ITVBe	1725 86%	506 84%	691 86%	528 88%	831 85%	894 88%	1439 87% d	148 82%	90 90% bd	48 80%	406 84%	511 89% a	345 85%	453 86%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1674 84%	475 79%	676 84% a	523 87% a	811 83%	862 85%	1398 84% d	147 81%	83 83% d	45 76%	411 85%	488 85%	336 83%	430 82%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	1514 76%	425 71%	610 76% a	479 80% a	732 75%	782 77%	1261 76% d	134 75%	77 77% d	41 69%	374 77%	444 77%	293 73%	393 75%
None of these	38 2%	14 2%	14 2%	10 2%	21 2%	17 2%	31 2%	5 3% d	1 1%	* *%	7 1%	6 1%	8 2%	17 3% b

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

Q16. Here are some TV channels you may have heard of. Can you please click on the ones you know?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1773 89%	694 87%	640 90%	307 91%	1464 89%	293 86%	1621 90% b	152 74%	1013 89%	701 88%	340 86%	852 84%	901 95% a
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, BBC Four, BBC News channel)	1763 88%	682 86%	644 90% a	302 90%	1459 89%	288 85%	1638 91% b	124 61%	1001 88%	709 89% c	331 84%	824 81%	916 96% a
Any ITV channels - Like ITV/ STV/ UTV, ITV2, ITV3, ITVBe	1725 86%	677 85%	620 87%	292 87%	1441 88% b	272 80%	1584 88% b	142 69%	969 85%	703 89% ac	324 82%	789 78%	913 96% a
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1674 84%	657 83%	596 84%	285 85%	1396 85% b	263 77%	1541 86% b	132 64%	954 84% c	668 84% c	309 78%	752 74%	899 94% a
Any channel 5 channels - Like Channel 5, 5USA, 5Star	1514 76%	591 74%	539 76%	260 77%	1279 78% b	223 66%	1405 78% b	109 53%	856 75%	609 77% c	275 70%	647 64%	845 89% a
None of these	38 2%	17 2%	11 2%	4 1%	30 2%	9 3%	14 1%	24 12% a	14 1%	17 2%	4 1%	28 3% b	4 *% b

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

Q17A. How often in the past month have you watched shows or films on Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, BBC Four, BBC News channel)?

Base : Those aged 11-16 who have heard of Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, BBC Four, BBC News channel)

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1792	512	727	553	871	921	1108	235	231	218	548	511	340	383
Effective Weighted Sample	1439	418	590	431	700	739	1076	213	213	215	457	404	279	322
Total	1763	509	718	536	865	898	1466	153	91	52	433	520	353	447
Most days	516	161	214	141	229	286	444	39	20	13	170	147	101	90
	29%	32%	30%	26%	26%	32%	30%	26%	22%	25%	39%	28%	29%	20%
						a	c				bcd	d	d	
Weekly	518	145	196	177	259	259	439	33	32	14	144	180	95	98
	29%	29%	27%	33%	30%	29%	30%	22%	35%	27%	33%	35%	27%	22%
				b			b		b		d	cd		
Less often	438	128	176	134	228	211	351	50	22	15	89	114	105	130
	25%	25%	25%	25%	26%	23%	24%	33%	24%	29%	20%	22%	30%	29%
							a						ab	ab
Never	271	70	122	80	141	130	215	31	16	9	26	76	48	119
	15%	14%	17%	15%	16%	14%	15%	20%	18%	18%	6%	15%	14%	27%
							a					a	a	abc
Don't know	20	5	10	4	7	12	18	*	1	*	3	4	3	10
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	2%

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

Q17A. How often in the past month have you watched shows or films on Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, BBC Four, BBC News channel)?

Base : Those aged 11-16 who have heard of Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, BBC Four, BBC News channel)

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1792	638	684	338	1533	247	1674	118	1033	706	336	839	935
Effective Weighted Sample	1439	522	538	282	1205	223	1343	96	827	570	269	670	752
Total	1763	682	644	302	1459	288	1638	124	1001	709	331	824	916
Most days	516	172	204	111	414	99	516	-	355	154	114	160	349
	29%	25%	32%	37%	28%	34%	31%	-%	35%	22%	35%	19%	38%
			a	a			b		b		b		a
Weekly	518	174	199	103	427	85	518	-	325	172	101	217	300
	29%	25%	31%	34%	29%	30%	32%	-%	33%	24%	31%	26%	33%
				a			b		b				a
Less often	438	185	155	64	366	69	438	-	217	208	74	224	212
	25%	27%	24%	21%	25%	24%	27%	-%	22%	29%	22%	27%	23%
							b			ac			
Never	271	141	83	23	236	32	157	115	99	163	38	210	50
	15%	21%	13%	8%	16%	11%	10%	92%	10%	23%	11%	25%	5%
		bc	c					a		ac		b	
Don't know	20	11	3	1	16	3	10	10	4	11	3	14	4
	1%	2%	*%	*%	1%	1%	1%	8%	*%	2%	1%	2%	*%
								a		a		b	

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

Q17B. How often in the past month have you watched shows or films on Any ITV channels - Like ITV/ STV/ UTV, ITV2, ITV3, ITVBe?

Base : Those aged 11-16 who have heard of Any ITV channels - Like ITV/ STV/ UTV, ITV2, ITV3, ITVBe

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1737	502	697	538	838	899	1081	228	227	201	510	503	332	381
Effective Weighted Sample	1400	413	564	423	672	727	1051	208	209	198	428	398	272	324
Total	1725	506	691	528	831	894	1439	148	90	48	406	511	345	453
Most days	502	155	194	152	212	290	433	32	24	12	141	130	118	105
	29%	31%	28%	29%	26%	32% a	30% b	22%	27%	25%	35% bd	25%	34% bd	23%
Weekly	531	157	205	168	242	289	435	50	31	14	147	162	106	113
	31%	31%	30%	32%	29%	32%	30%	34%	35%	29%	36% d	32% d	31%	25%
Less often	455	125	196	134	240	215	381	38	22	13	88	141	84	142
	26%	25%	28%	25%	29% b	24%	26%	26%	25%	28%	22%	28%	24%	31% a
Never	216	63	82	71	127	89	169	27	12	8	27	74	34	79
	12%	12%	12%	13%	15% b	10%	12%	18% a	13%	16%	7%	14% a	10%	17% ac
Don't know	23	6	13	3	11	12	20	2	*	1	3	4	2	14
	1%	1%	2%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%	3% abc

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

Q17B. How often in the past month have you watched shows or films on Any ITV channels - Like ITV/ STV/ UTV, ITV2, ITV3, ITVBe?

Base : Those aged 11-16 who have heard of Any ITV channels - Like ITV/ STV/ UTV, ITV2, ITV3, ITVBe

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1737	630	653	322	1496	231	1604	133	984	699	330	789	930
Effective Weighted Sample	1400	516	517	269	1181	211	1292	109	794	564	265	635	749
Total	1725	677	620	292	1441	272	1584	142	969	703	324	789	913
Most days	502	182	196	90	436	62	482	19	325	169	103	169	323
	29%	27%	32%	31%	30%	23%	30%	14%	34%	24%	32%	21%	35%
					b		b		b		b		a
Weekly	531	178	208	107	443	85	518	12	330	181	110	204	327
	31%	26%	34%	37%	31%	31%	33%	9%	34%	26%	34%	26%	36%
			a	a			b		b		b		a
Less often	455	199	145	69	364	87	438	17	215	226	67	228	222
	26%	29%	23%	23%	25%	32%	28%	12%	22%	32%	21%	29%	24%
		b				a	b			ac			
Never	216	106	67	24	180	33	129	86	89	118	38	170	38
	12%	16%	11%	8%	12%	12%	8%	61%	9%	17%	12%	22%	4%
		bc						a		a		b	
Don't know	23	12	3	3	18	4	16	7	11	8	6	19	2
	1%	2%	1%	1%	1%	2%	1%	5%	1%	1%	2%	2%	1%
								a				b	

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

Q17C. How often in the past month have you watched shows or films on Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven?

Base : Those aged 11-16 who have heard of Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1681	468	686	527	811	870	1055	225	211	190	514	477	319	361
Effective Weighted Sample	1360	387	556	417	656	705	1025	205	194	187	433	379	263	307
Total	1674	475	676	523	811	862	1398	147	83	45	411	488	336	430
Most days	274	69	108	96	118	156	233	25	9	7	98	58	56	57
	16%	14%	16%	18%	15%	18%	17%	17%	11%	15%	24%	12%	17%	13%
											bcd			
Weekly	517	142	214	161	239	279	438	44	21	14	143	153	122	96
	31%	30%	32%	31%	29%	32%	31%	30%	25%	31%	35%	31%	36%	22%
											d	d	d	
Less often	549	164	219	166	279	270	462	40	32	15	127	172	101	149
	33%	35%	32%	32%	34%	31%	33%	27%	39%	34%	31%	35%	30%	35%
									b					
Never	308	94	120	93	164	144	243	37	20	8	39	97	54	116
	18%	20%	18%	18%	20%	17%	17%	25%	23%	18%	10%	20%	16%	27%
								a	a			a	a	abc
Don't know	26	6	15	5	12	14	23	1	1	1	4	8	2	11
	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	3%

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

Q17C. How often in the past month have you watched shows or films on Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven?

Base : Those aged 11-16 who have heard of Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1681	602	632	316	1445	225	1557	124	966	663	311	747	916
Effective Weighted Sample	1360	499	499	264	1147	204	1259	102	783	537	252	605	738
Total	1674	657	596	285	1396	263	1541	132	954	668	309	752	899
Most days	274	96	112	44	215	55	266	8	185	82	56	82	190
	16%	15%	19%	15%	15%	21%	17%	6%	19%	12%	18%	11%	21%
						a	b		b		b		a
Weekly	517	189	207	89	431	83	501	16	329	165	96	156	358
	31%	29%	35%	31%	31%	31%	33%	12%	34%	25%	31%	21%	40%
			a				b		b				a
Less often	549	214	181	109	467	78	532	17	289	248	95	266	275
	33%	33%	30%	38%	33%	30%	35%	13%	30%	37%	31%	35%	31%
				b			b			a			
Never	308	152	87	40	264	43	223	85	139	161	55	225	73
	18%	23%	15%	14%	19%	16%	14%	64%	15%	24%	18%	30%	8%
		bc						a		ac		b	
Don't know	26	7	10	3	19	4	19	7	12	12	7	22	3
	2%	1%	2%	1%	1%	2%	1%	5%	1%	2%	2%	3%	1%
								a				b	

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

Q17D. How often in the past month have you watched shows or films on Any channel 5 channels - Like Channel 5, 5USA, 5Star?

Base : Those aged 11-16 who have heard of Any channel 5 channels - Like Channel 5, 5USA, 5Star

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1532	421	620	491	738	794	955	210	195	172	469	436	286	331
Effective Weighted Sample	1236	349	502	385	595	641	927	192	180	170	398	346	233	281
Total	1514	425	610	479	732	782	1261	134	77	41	374	444	293	393
Most days	138 9%	34 8%	60 10%	44 9%	57 8%	81 10%	117 9%	14 10%	4 6%	3 7%	55 15% bd	29 7%	34 12% bd	15 4%
Weekly	340 22%	94 22%	137 22%	109 23%	166 23%	174 22%	281 22%	33 25%	16 21%	10 24%	95 25% d	101 23%	70 24%	71 18%
Less often	596 39%	168 40%	236 39%	191 40%	286 39%	310 40%	502 40%	47 35%	32 41%	15 37%	147 39%	168 38%	122 42%	159 40%
Never	412 27%	121 29%	163 27%	128 27%	207 28%	205 26%	339 27%	38 28%	24 31%	12 28%	72 19%	138 31% ac	63 21%	138 35% ac
Don't know	28 2%	8 2%	14 2%	6 1%	16 2%	12 2%	23 2%	3 2%	1 1%	1 3%	6 2%	8 2%	4 1%	10 3%

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

Q17D. How often in the past month have you watched shows or films on Any channel 5 channels - Like Channel 5, 5USA, 5Star?

Base : Those aged 11-16 who have heard of Any channel 5 channels - Like Channel 5, 5USA, 5Star

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1532	546	571	295	1331	192	1428	104	875	610	277	655	860
Effective Weighted Sample	1236	451	452	244	1054	175	1152	84	707	491	225	526	695
Total	1514	591	539	260	1279	223	1405	109	856	609	275	647	845
Most days	138	36	59	32	110	25	134	4	97	39	32	43	95
	9%	6%	11%	12%	9%	11%	10%	3%	11%	6%	12%	7%	11%
			a	a					b		b		a
Weekly	340	130	142	55	289	49	332	8	216	110	69	83	253
	22%	22%	26%	21%	23%	22%	24%	8%	25%	18%	25%	13%	30%
							b		b		b		a
Less often	596	241	199	111	507	86	581	15	341	239	110	233	359
	39%	41%	37%	43%	40%	39%	41%	14%	40%	39%	40%	36%	42%
							b						a
Never	412	174	131	58	352	56	333	79	188	208	58	266	135
	27%	30%	24%	22%	28%	25%	24%	72%	22%	34%	21%	41%	16%
		c						a		ac		b	
Don't know	28	10	9	5	21	7	25	3	13	12	6	23	4
	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	4%	1%
												b	

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

Q17E. How often in the past month have you watched shows or films on Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go?

Base : Those aged 11-16 who have heard of Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1821	521	732	568	899	922	1103	256	234	228	553	527	340	391
Effective Weighted Sample	1455	425	591	439	716	739	1072	233	216	225	460	414	277	328
Total	1773	517	717	539	876	897	1460	165	93	54	433	530	349	453
Most days	581	188	236	157	283	298	478	58	26	19	190	159	106	122
	33%	36%	33%	29%	32%	33%	33%	35%	28%	36%	44%	30%	30%	27%
		c									bcd			
Weekly	335	93	139	103	158	177	270	36	20	10	93	113	65	63
	19%	18%	19%	19%	18%	20%	18%	22%	21%	18%	21%	21%	19%	14%
											d	d		
Less often	299	82	114	103	144	155	250	23	17	8	59	97	59	82
	17%	16%	16%	19%	16%	17%	17%	14%	19%	15%	14%	18%	17%	18%
Never	538	145	224	169	282	256	446	47	30	16	89	155	114	181
	30%	28%	31%	31%	32%	29%	31%	28%	32%	30%	21%	29%	33%	40%
											a	a	a	ab
Don't know	19	8	4	6	8	11	17	1	1	*	3	6	5	5
	1%	2%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%

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

Q17E. How often in the past month have you watched shows or films on Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go?

Base : Those aged 11-16 who have heard of Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1821	664	680	345	1560	249	1669	152	1047	715	346	881	924
Effective Weighted Sample	1455	537	535	285	1218	227	1335	120	839	569	278	698	742
Total	1773	694	640	307	1464	293	1621	152	1013	701	340	852	901
Most days	581	205	225	123	474	102	554	28	373	192	133	234	346
	33%	30%	35%	40%	32%	35%	34%	18%	37%	27%	39%	27%	38%
				a			b		b		b		a
Weekly	335	118	125	72	273	58	315	20	187	137	58	161	174
	19%	17%	19%	23%	19%	20%	19%	13%	18%	20%	17%	19%	19%
				a									
Less often	299	135	92	40	231	65	283	16	175	111	53	146	150
	17%	19%	14%	13%	16%	22%	17%	11%	17%	16%	16%	17%	17%
		bc				a							
Never	538	227	190	72	472	62	454	84	267	255	91	298	227
	30%	33%	30%	23%	32%	21%	28%	55%	26%	36%	27%	35%	25%
		c			b			a		ac		b	
Don't know	19	8	8	*	14	5	15	4	11	4	4	13	5
	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%

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

Q17A-E. TV CHANNEL PROVIDERS WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Any ITV channels - Like ITV/ STV/ UTV, ITV2, ITV3, ITVBe	1487 74%	438 73%	595 74%	454 76%	693 71%	794 78% a	1250 75% bd	120 67%	78 78% bd	40 66%	376 78% d	434 75% d	308 76% d	360 69%
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, BBC Four, BBC News channel)	1472 74%	434 72%	586 73%	452 75%	716 73%	756 74%	1234 74% b	122 68%	74 74%	42 70%	403 83% bcd	440 76% d	301 75% d	319 61%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1340 67%	375 62%	541 68%	424 71% a	635 65%	705 69% a	1132 68% bd	109 60%	63 63%	36 61%	367 76% bcd	383 67% d	279 69% d	302 58%
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1216 61%	364 61%	488 61%	364 61%	585 60%	631 62%	998 60%	118 66%	63 63%	37 62%	342 70% bcd	369 64% cd	230 57%	267 51%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	1074 54%	296 49%	433 54%	345 57% a	509 52%	564 55%	899 54% d	94 52%	52 52%	28 47%	296 61% bd	298 52%	226 56% d	245 47%
ANY OF THESE	1816 91%	549 91%	725 91%	543 91%	879 89%	937 92%	1513 91%	159 89%	89 89%	55 92%	465 96% bd	526 91% d	379 94% d	438 83%
NONE OF THESE	184 9%	51 9%	75 9%	57 9%	104 11%	80 8%	147 9%	21 11%	11 11%	5 8%	20 4%	50 9% a	25 6%	87 17% abc

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

Q17A-E. TV CHANNEL PROVIDERS WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Any ITV channels - Like ITV/ STV/ UTV, ITV2, ITV3, ITVBe	1487 74%	559 70%	549 77% a	266 79% a	1243 76% b	234 69%	1438 80% b	49 24%	870 76%	576 73%	281 71%	600 59%	872 91% a
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, BBC Four, BBC News channel)	1472 74%	530 67%	558 78% a	278 82% a	1207 73%	252 74%	1472 82% b	- -%	898 79% bc	534 67%	289 73%	600 59%	862 90% a
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	1340 67%	499 63%	500 70% a	243 72% a	1113 68%	216 64%	1299 72% b	41 20%	803 71% bc	495 62%	247 63%	505 50%	824 86% a
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	1216 61%	458 58%	441 62%	235 69% ab	979 60%	226 66% a	1152 64% b	64 31%	734 65% b	441 56%	245 62%	541 53%	670 70% a
Any channel 5 channels - Like Channel 5, 5USA, 5Star	1074 54%	406 51%	400 56%	197 58% a	906 55% b	160 47%	1046 58% b	27 13%	654 58% b	388 49%	210 53%	358 35%	706 74% a
ANY OF THESE	1816 91%	698 88%	661 93% a	326 97% ab	1488 91%	314 92%	1715 96% b	101 49%	1070 94% b	688 87%	363 92% b	861 85%	940 99% a

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

Q17A-E. TV CHANNEL PROVIDERS WATCHED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
NONE OF THESE	184	98	52	11	154	26	79	104	67	105	31	154	14
	9%	12%	7%	3%	9%	8%	4%	51%	6%	13%	8%	15%	1%
		bc	c					a		ac		b	

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

Q17A-E. TV CHANNEL PROVIDERS WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, BBC Four, BBC News channel)	1033 52%	306 51%	409 51%	318 53%	488 50%	545 54%	883 53% bd	72 40%	52 52% b	27 45%	315 65% bcd	327 57% cd	196 49% d	188 36%
Any ITV channels - Like ITV/ STV/ UTV, ITV2, ITV3, ITVBe	1032 52%	313 52%	399 50%	321 53%	454 46%	578 57% a	869 52% bd	82 46%	55 55% bd	26 44%	288 59% bd	293 51% d	224 56% d	219 42%
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	917 46%	282 47%	374 47%	260 43%	441 45%	475 47%	747 45%	95 53% a	45 45%	29 49%	282 58% bcd	272 47% d	171 42%	185 35%
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	791 40%	211 35%	322 40%	258 43% a	356 36%	435 43% a	670 40% c	69 38%	31 31%	21 35%	240 50% bd	211 37% d	178 44% bd	154 29%
Any channel 5 channels - Like Channel 5, 5USA, 5Star	478 24%	128 21%	197 25%	153 26%	223 23%	255 25%	398 24%	47 26%	20 20%	13 22%	150 31% bd	130 23% d	104 26% d	87 16%
ANY OF THESE	1556 78%	474 79%	625 78%	457 76%	736 75%	819 81% a	1297 78%	135 75%	78 78%	46 76%	427 88% bcd	454 79% d	327 81% d	340 65%
NONE OF THESE	444 22%	126 21%	175 22%	143 24%	246 25% b	198 19%	363 22%	45 25%	22 22%	14 24%	58 12%	122 21% a	77 19% a	185 35% abc

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

Q17A-E. TV CHANNEL PROVIDERS WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Any BBC channels - Like CBBC, BBC One, BBC Two, BBC Three, BBC Four, BBC News channel)	1033	345	402	214	841	184	1033	-	681	326	215	376	649
	52%	43%	56%	63%	51%	54%	58%	-%	60%	41%	55%	37%	68%
			a	ab			b		b		b		a
Any ITV channels - Like ITV/ STV/ UTV, ITV2, ITV3, ITVBe	1032	360	404	198	879	148	1001	31	655	351	213	373	650
	52%	45%	57%	59%	54%	43%	56%	15%	58%	44%	54%	37%	68%
			a	a	b		b		b		b		a
Any Sky channels - Like Sky1, Sky Atlantic, Sky Sports, Sky Cinema, Sky Kids, Sky Go	917	324	349	195	748	160	869	48	560	330	192	395	521
	46%	41%	49%	58%	46%	47%	48%	23%	49%	42%	49%	39%	55%
			a	ab			b		b		b		a
Any Channel 4 channels - Like Channel 4, E4, Film4, More4, 4Seven	791	285	319	134	646	138	767	24	514	248	152	239	549
	40%	36%	45%	40%	39%	41%	43%	12%	45%	31%	39%	24%	58%
			a				b		bc		b		a
Any channel 5 channels - Like Channel 5, 5USA, 5Star	478	165	201	86	399	74	466	12	314	149	101	125	348
	24%	21%	28%	26%	24%	22%	26%	6%	28%	19%	26%	12%	36%
			a				b		b		b		a
ANY OF THESE	1556	561	596	290	1274	267	1481	75	959	553	326	698	848
	78%	71%	84%	86%	78%	79%	83%	36%	84%	70%	83%	69%	89%
			a	a			b		b		b		a

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

Q17A-E. TV CHANNEL PROVIDERS WATCHED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
NONE OF THESE	444	235	117	48	368	73	314	130	178	240	68	316	106
	22%	29%	16%	14%	22%	21%	17%	64%	16%	30%	17%	31%	11%
		bc						a		ac		b	

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

Q20. Here are some radio stations you may have heard of. Can you please click on the ones that you know?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Any Heart radio station	1265	342	514	409	568	697	1077	92	74	22	335	364	272	289
	63%	57%	64%	68%	58%	68%	65%	51%	74%	37%	69%	63%	67%	55%
			a	a		a	bd	d	abd		d	d	d	
Any BBC radio stations (e.g. BBC Radio 1, BBC Radio 2)	1232	323	500	408	602	630	1025	103	63	41	342	381	251	253
	62%	54%	63%	68%	61%	62%	62%	57%	63%	68%	71%	66%	62%	48%
			a	a						b	cd	d	d	
Any Capital radio station	1183	315	486	382	547	636	998	104	57	25	302	341	245	290
	59%	53%	61%	64%	56%	63%	60%	58%	57%	41%	62%	59%	61%	55%
			a	a		a	d	d	d		d			
Any Kiss radio station	1016	246	404	366	453	563	871	68	53	25	265	283	224	237
	51%	41%	51%	61%	46%	55%	52%	38%	53%	41%	55%	49%	56%	45%
			a	ab		a	bd		bd		d		d	
Any Smooth Radio station	601	131	256	214	290	311	511	55	27	8	185	174	130	109
	30%	22%	32%	36%	30%	31%	31%	30%	27%	14%	38%	30%	32%	21%
			a	a			d	d	d		bd	d	d	
Any Magic radio station	599	136	256	207	284	315	512	48	24	15	178	185	112	121
	30%	23%	32%	34%	29%	31%	31%	27%	24%	24%	37%	32%	28%	23%
			a	a			cd				cd	d		
Any Absolute Radio station	574	133	243	198	278	296	472	57	29	17	171	170	143	89
	29%	22%	30%	33%	28%	29%	28%	31%	29%	28%	35%	30%	35%	17%
			a	a							d	d	d	
None of these	197	76	74	46	105	91	159	20	9	9	32	58	33	72
	10%	13%	9%	8%	11%	9%	10%	11%	9%	14%	7%	10%	8%	14%
		c								a		a		ac

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

Q20. Here are some radio stations you may have heard of. Can you please click on the ones that you know?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Any Heart radio station	1265	480	467	228	1056	199	1174	90	752	469	237	532	720
	63%	60%	66%	68%	64%	59%	65%	44%	66%	59%	60%	52%	75%
				a			b		b				a
Any BBC radio stations (e.g. BBC Radio 1, BBC Radio 2)	1232	428	469	241	1014	207	1180	51	756	442	227	519	703
	62%	54%	66%	71%	62%	61%	66%	25%	66%	56%	58%	51%	74%
			a	a			b		bc				a
Any Capital radio station	1183	483	420	197	958	215	1100	84	720	428	233	494	680
	59%	61%	59%	58%	58%	63%	61%	41%	63%	54%	59%	49%	71%
							b		b				a
Any Kiss radio station	1016	397	361	178	821	182	945	71	619	357	185	407	601
	51%	50%	51%	53%	50%	53%	53%	35%	54%	45%	47%	40%	63%
							b		bc				a
Any Smooth Radio station	601	219	225	114	497	96	578	23	387	195	119	200	394
	30%	28%	32%	34%	30%	28%	32%	11%	34%	25%	30%	20%	41%
							b		b				a
Any Magic radio station	599	223	221	119	501	92	568	30	383	197	98	202	393
	30%	28%	31%	35%	31%	27%	32%	15%	34%	25%	25%	20%	41%
				a			b		bc				a
Any Absolute Radio station	574	197	235	116	500	69	544	30	363	194	106	196	372
	29%	25%	33%	34%	30%	20%	30%	15%	32%	24%	27%	19%	39%
			a	a	b		b		b				a
None of these	197	93	58	20	150	44	136	60	77	108	38	137	44
	10%	12%	8%	6%	9%	13%	8%	29%	7%	14%	10%	14%	5%
		bc						a		a		b	

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

Q21A. How often in the past month have you listened to Any BBC radio stations (e.g. BBC Radio 1, BBC Radio 2)?

Base : Those aged 11-16 who have heard of Any BBC radio stations (e.g. BBC Radio 1, BBC Radio 2)

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1281	335	518	428	631	650	785	165	159	172	435	374	243	224
Effective Weighted Sample	1020	270	417	333	499	521	761	151	146	169	361	295	198	185
Total	1232	323	500	408	602	630	1025	103	63	41	342	381	251	253
Most days	266 22%	59 18%	120 24%	87 21%	126 21%	140 22%	222 22%	21 20%	14 22%	9 23%	97 28% bd	70 18%	54 21%	41 16%
Weekly	302 24%	90 28% b	106 21%	106 26%	149 25%	153 24%	254 25%	23 22%	13 21%	11 27%	96 28%	88 23%	64 26%	53 21%
Less often	323 26%	94 29%	127 25%	103 25%	154 26%	169 27%	264 26%	30 29%	18 29%	11 27%	81 24%	106 28%	79 31% a	57 23%
Never	333 27%	80 25%	144 29%	109 27%	171 28%	162 26%	277 27%	30 29%	17 27%	9 23%	66 19%	115 30% ac	51 20%	99 39% abc
Don't know	8 1%	1 *%	4 1%	3 1%	2 *%	6 1%	8 1%	- -%	- -%	* 1%	2 1%	1 *%	3 1%	2 1%

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

Q21A. How often in the past month have you listened to Any BBC radio stations (e.g. BBC Radio 1, BBC Radio 2)?

Base : Those aged 11-16 who have heard of Any BBC radio stations (e.g. BBC Radio 1, BBC Radio 2)

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1281	418	497	274	1092	181	1231	50	791	457	242	540	732
Effective Weighted Sample	1020	335	390	226	850	163	979	41	631	362	190	428	584
Total	1232	428	469	241	1014	207	1180	51	756	442	227	519	703
Most days	266	90	101	64	224	42	266	-	188	73	53	95	169
	22%	21%	22%	27%	22%	20%	22%	-%	25%	16%	23%	18%	24%
							b		b		b		a
Weekly	302	91	114	68	253	42	302	-	204	86	74	97	205
	24%	21%	24%	28%	25%	20%	26%	-%	27%	20%	33%	19%	29%
							b		b		b		a
Less often	323	111	122	64	252	69	323	-	209	104	61	127	193
	26%	26%	26%	27%	25%	34%	27%	-%	28%	23%	27%	24%	27%
						a	b						
Never	333	131	130	45	278	52	283	50	151	177	38	195	136
	27%	31%	28%	19%	27%	25%	24%	98%	20%	40%	17%	38%	19%
		c	c					a		ac		b	
Don't know	8	6	2	-	7	1	7	1	3	2	1	6	1
	1%	1%	1%	-%	1%	1%	1%	2%	*%	*%	1%	1%	*%

Q21B. How often in the past month have you listened to Any Absolute Radio station?

Base : Those aged 11-16 who have heard of Any Absolute Radio station

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND *b	WALES *c	NORTHERN IRELAND *d	AB a	C1 b	C2 c	DE *d
Significance Level: 95%														
Unweighted total	597	139	253	205	288	309	367	88	70	72	213	165	140	78
Effective Weighted Sample	483	115	206	162	231	252	355	81	65	71	182	132	114	65
Total	574	133	243	198	278	296	472	57	29	17	171	170	143	89
Most days	89 16%	24 18%	38 16%	28 14%	44 16%	45 15%	70 15%	15 26% ac	2 8%	2 14%	38 22% bc	23 13%	15 10%	12 14%
Weekly	135 23%	28 21%	60 24%	47 24%	68 24%	66 22%	113 24% c	15 26% c	4 12%	4 21%	49 28% b	31 18%	35 24%	20 22%
Less often	163 28%	39 29%	62 26%	62 31%	75 27%	88 30%	136 29%	13 23%	11 36%	4 25%	43 25%	48 28%	48 33%	24 27%
Never	180 31%	43 32%	79 32%	59 30%	89 32%	91 31%	147 31%	14 25%	12 43% b	6 38%	39 23%	68 40% a	42 30%	31 35% a
Don't know	7 1%	- -%	5 2%	2 1%	2 1%	5 2%	6 1%	* *%	* 1%	* 2%	2 1%	* *%	3 2%	2 2%

Q21B. How often in the past month have you listened to Any Absolute Radio station?

Base : Those aged 11-16 who have heard of Any Absolute Radio station

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	*b	a	*b	a	b	c	a	b
Unweighted total	597	177	259	132	532	61	563	34	371	208	105	217	375
Effective Weighted Sample	483	151	202	110	425	55	458	25	303	166	87	170	308
Total	574	197	235	116	500	69	544	30	363	194	106	196	372
Most days	89	32	26	29	78	11	85	4	68	18	15	29	60
	16%	16%	11%	25%	16%	17%	16%	15%	19%	9%	14%	15%	16%
				b					b				
Weekly	135	47	54	28	115	19	133	1	94	36	27	37	97
	23%	24%	23%	24%	23%	28%	24%	5%	26%	19%	25%	19%	26%
							b						
Less often	163	51	67	33	146	13	157	6	107	53	36	52	111
	28%	26%	29%	29%	29%	19%	29%	20%	29%	27%	34%	27%	30%
Never	180	61	88	24	158	21	163	17	90	87	25	73	103
	31%	31%	37%	21%	32%	31%	30%	57%	25%	45%	24%	37%	28%
			c					a		ac		b	
Don't know	7	5	*	1	3	4	6	1	4	-	3	5	1
	1%	3%	*%	1%	1%	6%	1%	3%	1%	-%	2%	2%	*%
		b				a				b		b	

Q21C. How often in the past month have you listened to Any Capital radio station?

Base : Those aged 11-16 who have heard of Any Capital radio station

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1163	304	471	388	540	623	757	158	143	105	372	321	229	235
Effective Weighted Sample	959	256	395	308	441	518	735	145	132	103	317	263	192	205
Total	1183	315	486	382	547	636	998	104	57	25	302	341	245	290
Most days	380 32%	91 29%	163 34%	126 33%	164 30%	216 34%	323 32%	36 35%	14 25%	7 28%	110 36%	103 30%	78 32%	87 30%
Weekly	281 24%	84 27%	104 21%	94 25%	124 23%	157 25%	237 24%	23 22%	13 23%	8 31%	83 27% d	85 25%	56 23%	55 19%
Less often	273 23%	90 28% c	106 22%	78 20%	133 24%	141 22%	235 24%	20 19%	14 24%	5 19%	56 19%	72 21%	66 27% a	80 27% a
Never	240 20%	48 15%	109 22% a	83 22%	122 22%	118 18%	196 20%	24 23%	15 27%	5 20%	52 17%	78 23%	43 18%	65 22%
Don't know	9 1%	3 1%	5 1%	1 *%	4 1%	5 1%	7 1%	1 1%	1 1%	* 1%	1 *%	3 1%	2 1%	2 1%

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

Q21C. How often in the past month have you listened to Any Capital radio station?

Base : Those aged 11-16 who have heard of Any Capital radio station

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1163	433	428	220	972	183	1082	81	721	411	227	481	675
Effective Weighted Sample	959	367	347	185	785	166	892	67	590	343	188	399	554
Total	1183	483	420	197	958	215	1100	84	720	428	233	494	680
Most days	380	158	119	74	302	70	366	14	245	123	85	133	244
	32%	33%	28%	37%	31%	33%	33%	16%	34%	29%	37%	27%	36%
				b			b						a
Weekly	281	110	100	47	235	46	265	16	178	96	55	99	182
	24%	23%	24%	24%	25%	22%	24%	19%	25%	22%	24%	20%	27%
													a
Less often	273	115	109	30	217	55	254	19	164	97	55	123	150
	23%	24%	26%	15%	23%	26%	23%	23%	23%	23%	24%	25%	22%
		c	c										
Never	240	93	91	47	197	41	208	32	129	109	36	133	102
	20%	19%	22%	24%	21%	19%	19%	39%	18%	26%	15%	27%	15%
								a		ac		b	
Don't know	9	7	*	-	7	2	6	2	5	3	2	6	2
	1%	1%	*%	-%	1%	1%	1%	3%	1%	1%	1%	1%	*%
		b						a					

Q21D. How often in the past month have you listened to Any Heart radio station?

Base : Those aged 11-16 who have heard of Any Heart radio station

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	*d	a	b	c	d
Unweighted total	1240	330	502	408	565	675	821	140	185	94	404	340	251	240
Effective Weighted Sample	1027	278	420	329	461	565	797	129	171	92	348	279	211	207
Total	1265	342	514	409	568	697	1077	92	74	22	335	364	272	289
Most days	313	92	142	79	146	168	273	19	18	4	94	73	74	68
	25%	27%	28%	19%	26%	24%	25%	21%	24%	16%	28%	20%	27%	23%
		c	c								b			
Weekly	311	93	118	100	130	181	265	22	18	7	100	85	70	56
	25%	27%	23%	24%	23%	26%	25%	23%	25%	30%	30%	23%	26%	20%
											d			
Less often	340	72	141	127	142	198	286	26	23	5	81	101	78	81
	27%	21%	27%	31%	25%	28%	27%	28%	31%	22%	24%	28%	29%	28%
				a										
Never	289	83	109	97	150	139	243	25	14	7	57	104	46	81
	23%	24%	21%	24%	26%	20%	23%	27%	19%	30%	17%	28%	17%	28%
					b					c		ac		ac
Don't know	11	2	3	7	1	11	11	-	1	*	3	1	3	3
	1%	1%	1%	2%	*%	2%	1%	-%	1%	1%	1%	*%	1%	1%
					a									

Q21D. How often in the past month have you listened to Any Heart radio station?

Base : Those aged 11-16 who have heard of Any Heart radio station

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1240	439	469	247	1061	172	1154	86	745	455	229	520	709
Effective Weighted Sample	1027	367	384	211	864	156	956	70	616	377	191	427	590
Total	1265	480	467	228	1056	199	1174	90	752	469	237	532	720
Most days	313	133	103	60	268	45	295	18	206	94	68	117	194
	25%	28%	22%	26%	25%	22%	25%	20%	27% b	20%	29% b	22%	27%
Weekly	311	118	101	66	264	44	295	16	208	95	66	109	200
	25%	25%	22%	29% b	25%	22%	25%	18%	28% b	20%	28% b	20%	28% a
Less often	340	115	150	53	276	61	324	16	191	135	59	141	199
	27%	24%	32% ac	23%	26%	30%	28%	18%	25%	29%	25%	26%	28%
Never	289	107	112	46	240	46	250	39	144	140	42	157	125
	23%	22%	24%	20%	23%	23%	21%	43% a	19%	30% ac	18%	29% b	17%
Don't know	11	7	2	2	8	4	10	1	4	5	1	8	2
	1%	2%	*%	1%	1%	2%	1%	1%	1%	1%	1%	2% b	*%

Q21E. How often in the past month have you listened to Any Smooth Radio station?

Base : Those aged 11-16 who have heard of Any Smooth Radio station

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	*b	*c	*d	a	b	c	*d
Unweighted total	581	126	247	208	280	301	396	84	65	36	218	153	117	91
Effective Weighted Sample	492	109	213	170	235	257	383	77	60	35	191	132	99	78
Total	601	131	256	214	290	311	511	55	27	8	185	174	130	109
Most days	78	20	31	26	41	36	69	5	3	*	32	14	22	8
	13%	16%	12%	12%	14%	12%	13%	10%	11%	5%	17% bd	8%	17% b	8%
Weekly	123	31	50	42	71	52	105	13	3	2	48	30	20	24
	21%	24%	20%	20%	25% b	17%	20%	24%	11%	29% c	26% c	17%	15%	22%
Less often	174	38	67	69	85	88	146	18	7	3	57	42	46	29
	29%	29%	26%	32%	29%	28%	29%	33%	27%	36%	31%	24%	35%	27%
Never	215	41	102	72	88	127	181	19	13	2	46	82	41	46
	36%	31%	40%	34%	30%	41% a	35%	34%	48%	28%	25%	47% ac	31%	42% a
Don't know	11	1	6	5	4	7	11	-	1	*	2	6	2	2
	2%	1%	2%	2%	2%	2%	2%	-%	2%	3%	1%	3%	1%	2%

Q21E. How often in the past month have you listened to Any Smooth Radio station?

Base : Those aged 11-16 who have heard of Any Smooth Radio station

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	*b	a	^b	a	b	c	a	b
Unweighted total	581	198	222	122	493	83	556	25	379	183	116	199	376
Effective Weighted Sample	492	169	186	106	411	76	472	20	320	157	98	165	321
Total	601	219	225	114	497	96	578	23	387	195	119	200	394
Most days	78	23	30	21	64	14	77	**	59	16	11	22	56
	13%	11%	13%	19%	13%	15%	13%	**	15% b	8%	10%	11%	14%
Weekly	123	41	49	28	99	23	120	**	90	27	32	36	87
	21%	19%	22%	25%	20%	24%	21%	**	23% b	14%	27% b	18%	22%
Less often	174	61	62	37	139	32	169	**	116	52	38	50	122
	29%	28%	28%	33%	28%	33%	29%	**	30%	27%	32%	25%	31%
Never	215	86	80	27	186	26	202	**	116	96	32	88	124
	36%	39% c	35% c	24%	37%	27%	35%	**	30%	50% ac	27%	44% b	31%
Don't know	11	7	4	-	10	1	10	**	6	4	5	5	5
	2%	3%	2%	-%	2%	1%	2%	**	2%	2%	4%	3%	1%

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Prepared by Critical Research : 0203 643 9043

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Q21F. How often in the past month have you listened to Any Kiss radio station?

Base : Those aged 11-16 who have heard of Any Kiss radio station

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	998	238	392	368	451	547	662	103	129	104	321	264	205	201
Effective Weighted Sample	821	201	326	293	367	454	642	94	119	102	274	216	172	170
Total	1016	246	404	366	453	563	871	68	53	25	265	283	224	237
Most days	192	52	75	66	73	119	170	7	9	6	60	43	43	42
	19%	21%	18%	18%	16%	21%	20% b	11%	17%	22% b	23% b	15%	19%	18%
Weekly	243	57	105	81	106	137	213	17	8	4	73	62	54	53
	24%	23%	26%	22%	23%	24%	24% od	25%	16%	15%	28%	22%	24%	23%
Less often	293	78	115	99	152	140	247	17	21	8	72	70	77	75
	29%	32%	28%	27%	34% b	25%	28%	25%	40% ab	32%	27%	25%	34% b	32%
Never	278	56	107	115	122	156	230	26	14	7	57	108	47	65
	27%	23%	26%	31% a	27%	28%	26%	38% a	27%	30%	22%	38% acd	21%	27%
Don't know	11	2	3	6	*	11	10	*	-	*	4	1	4	2
	1%	1%	1%	2%	*%	2% a	1%	*%	-%	1%	1%	*%	2%	1%

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

Q21F. How often in the past month have you listened to Any Kiss radio station?

Base : Those aged 11-16 who have heard of Any Kiss radio station

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	998	364	365	196	831	157	929	69	617	346	178	389	603
Effective Weighted Sample	821	303	297	163	669	143	766	55	506	286	148	322	494
Total	1016	397	361	178	821	182	945	71	619	357	185	407	601
Most days	192	84	65	31	159	30	178	14	137	49	43	68	122
	19%	21%	18%	17%	19%	17%	19%	19%	22% b	14%	23% b	17%	20%
Weekly	243	103	82	44	186	51	235	7	155	78	45	90	152
	24%	26%	23%	25%	23%	28%	25% b	10%	25%	22%	24%	22%	25%
Less often	293	103	99	60	235	55	273	20	190	91	60	109	184
	29%	26%	28%	34%	29%	30%	29%	28%	31%	25%	33%	27%	31%
Never	278	101	112	42	233	42	250	28	133	135	35	135	138
	27%	25%	31%	24%	28%	23%	26%	39% a	21%	38% ac	19%	33% b	23%
Don't know	11	6	3	2	8	3	9	2	5	4	1	6	4
	1%	2%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%

Q21G. How often in the past month have you listened to Any Magic radio station?

Base : Those aged 11-16 who have heard of Any Magic radio station

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND *b	WALES *c	NORTHERN IRELAND *d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	594	141	246	207	285	309	397	74	61	62	215	168	109	100
Effective Weighted Sample	491	116	210	166	233	258	384	69	56	61	186	141	88	86
Total	599	136	256	207	284	315	512	48	24	15	178	185	112	121
Most days	75 12%	21 15%	31 12%	23 11%	33 12%	42 13%	65 13%	7 14%	2 8%	1 10%	36 20% bc	10 6%	9 8%	18 15% b
Weekly	116 19%	37 27% c	51 20%	28 14%	68 24% b	47 15%	100 20%	8 17%	4 18%	3 19%	35 20%	34 18%	23 21%	22 18%
Less often	180 30%	35 25%	78 31%	67 33%	73 26%	108 34% a	152 30%	15 32%	8 32%	5 37%	50 28%	59 32%	43 38% d	29 24%
Never	220 37%	43 31%	90 35%	87 42%	107 38%	113 36%	188 37%	17 35%	10 42%	5 33%	53 30%	81 44% a	35 32%	51 42% a
Don't know	8 1%	1 *%	6 2%	1 1%	3 1%	5 2%	7 1%	1 2%	- -%	* 2%	4 2%	1 1%	1 1%	2 1%

Q21G. How often in the past month have you listened to Any Magic radio station?

Base : Those aged 11-16 who have heard of Any Magic radio station

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	*b	a	*b	a	b	*c	a	b
Unweighted total	594	204	222	134	511	79	564	30	382	194	96	208	383
Effective Weighted Sample	491	172	182	112	415	73	467	24	316	161	80	169	319
Total	599	223	221	119	501	92	568	30	383	197	98	202	393
Most days	75	28	23	20	64	11	74	*	59	11	15	21	53
	12%	13%	11%	17%	13%	11%	13%	1%	15%	6%	16%	11%	14%
									b		b		
Weekly	116	34	51	28	99	16	112	4	87	25	23	29	87
	19%	15%	23%	23%	20%	17%	20%	14%	23%	13%	23%	14%	22%
									b		b		a
Less often	180	59	64	39	141	38	176	4	109	65	34	57	122
	30%	26%	29%	33%	28%	41%	31%	14%	29%	33%	35%	28%	31%
						a							
Never	220	98	78	32	189	28	199	20	122	93	24	91	127
	37%	44%	36%	27%	38%	30%	35%	68%	32%	47%	24%	45%	32%
		c						a		ac		b	
Don't know	8	4	3	1	8	-	7	1	6	3	2	4	3
	1%	2%	2%	1%	2%	-%	1%	3%	1%	1%	2%	2%	1%

Q21A-G. RADIO PROVIDERS LISTENED TO IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Any Heart radio station	964	257	402	306	417	547	823	67	59	15	275	259	222	205
	48%	43%	50%	51%	42%	54%	50%	37%	59%	25%	57%	45%	55%	39%
			a	a		a	bd	d	abd		bd		bd	
Any Capital radio station	935	264	372	298	421	514	796	79	41	19	249	260	200	222
	47%	44%	47%	50%	43%	50%	48%	44%	41%	32%	51%	45%	49%	42%
						a	cd	d			d			
Any BBC radio stations (e.g. BBC Radio 1, BBC Radio 2)	891	242	352	296	429	462	741	74	45	31	275	264	197	152
	45%	40%	44%	49%	44%	45%	45%	41%	45%	52%	57%	46%	49%	29%
				a						ab	bcd	d	d	
Any Kiss radio station	728	187	295	246	331	397	630	42	38	17	205	175	173	171
	36%	31%	37%	41%	34%	39%	38%	23%	38%	29%	42%	30%	43%	32%
			a	a		a	bd		bd		bd		bd	
Any Absolute Radio station	387	90	160	137	187	200	318	42	16	10	130	102	97	56
	19%	15%	20%	23%	19%	20%	19%	23%	16%	17%	27%	18%	24%	11%
			a	a							bd	d	bd	
Any Smooth Radio station	375	89	148	137	198	177	319	36	13	6	137	86	87	61
	19%	15%	19%	23%	20%	17%	19%	20%	13%	10%	28%	15%	22%	12%
				a			cd	cd			bcd		bd	
Any Magic radio station	371	92	160	119	174	197	317	30	14	10	121	103	75	68
	19%	15%	20%	20%	18%	19%	19%	17%	14%	16%	25%	18%	19%	13%
			a								bcd		d	
ANY OF THESE	1585	462	640	484	754	831	1330	134	78	43	420	442	339	378
	79%	77%	80%	81%	77%	82%	80%	75%	78%	72%	87%	77%	84%	72%
						a	bd				bd		bd	
NONE OF THESE	415	138	160	116	228	186	330	46	22	17	65	134	65	147
	21%	23%	20%	19%	23%	18%	20%	25%	22%	28%	13%	23%	16%	28%
					b			a		a		ac		ac

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

Q21A-G. RADIO PROVIDERS LISTENED TO IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number of radio stations (out of 7)	2.3	2.0	2.4	2.6	2.2	2.5	2.4	2.1	2.3	1.8	2.9	2.2	2.6	1.8
			a	a		a	bd		d		bcd	d	bd	
Standard deviation	1.95	1.83	1.92	2.07	1.98	1.92	1.95	1.95	1.92	1.89	2.05	1.91	1.93	1.73
Standard error	.04	.07	.07	.08	.06	.06	.06	.12	.12	.12	.08	.08	.10	.08

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

Q21A-G. RADIO PROVIDERS LISTENED TO IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Any Heart radio station	964	366	354	179	808	149	914	50	605	325	193	367	593
	48%	46%	50%	53%	49%	44%	51%	25%	53%	41%	49%	36%	62%
				a			b		b		b		a
Any Capital radio station	935	383	329	150	754	172	886	49	586	316	195	356	577
	47%	48%	46%	44%	46%	51%	49%	24%	52%	40%	50%	35%	60%
							b		b		b		a
Any BBC radio stations (e.g. BBC Radio 1, BBC Radio 2)	891	292	337	196	729	154	891	-	601	263	188	319	566
	45%	37%	47%	58%	44%	45%	50%	-%	53%	33%	48%	31%	59%
			a	ab			b		b		b		a
Any Kiss radio station	728	290	247	135	580	137	687	41	482	217	148	266	458
	36%	36%	35%	40%	35%	40%	38%	20%	42%	27%	38%	26%	48%
							b		b		b		a
Any Absolute Radio station	387	130	147	90	339	44	375	12	269	107	78	118	268
	19%	16%	21%	27%	21%	13%	21%	6%	24%	13%	20%	12%	28%
				ab	b		b		b		b		a
Any Smooth Radio station	375	125	141	87	302	68	366	9	265	94	82	107	265
	19%	16%	20%	26%	18%	20%	20%	4%	23%	12%	21%	11%	28%
				ab			b		b		b		a
Any Magic radio station	371	121	139	86	303	64	362	9	254	101	73	107	262
	19%	15%	19%	26%	18%	19%	20%	4%	22%	13%	18%	11%	28%
				ab			b		b		b		a
ANY OF THESE	1585	606	568	299	1310	259	1491	95	973	559	332	722	853
	79%	76%	80%	88%	80%	76%	83%	46%	86%	71%	84%	71%	89%
				ab			b		b		b		a

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

Q21A-G. RADIO PROVIDERS LISTENED TO IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
NONE OF THESE	415	190	145	39	332	81	304	110	164	234	62	292	101
	21%	24%	20%	12%	20%	24%	17%	54%	14%	29%	16%	29%	11%
		c	c					a		ac		b	
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mean number of radio stations (out of 7)	2.3	2.1	2.4	2.7	2.3	2.3	2.5	.8	2.7	1.8	2.4	1.6	3.1
			a	ab			b		bc		b		a
Standard deviation	1.95	1.91	1.96	1.94	1.95	1.96	1.95	1.15	2.01	1.73	1.86	1.55	2.02
Standard error	.04	.07	.07	.10	.05	.11	.05	.08	.06	.06	.09	.05	.06

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

Q21A-G. RADIO PROVIDERS LISTENED TO WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Any Capital radio station	661	174	267	220	288	373	560	59	27	15	193	188	134	143
	33%	29%	33%	37% a	29%	37% a	34% d	33% d	27%	24%	40% bd	33%	33%	27%
Any Heart radio station	624	185	261	179	276	349	538	41	36	10	194	158	144	124
	31%	31%	33%	30%	28%	34% a	32% bd	23%	36% bd	17%	40% bd	27%	36% bd	24%
Any BBC radio stations (e.g. BBC Radio 1, BBC Radio 2)	567	148	226	193	275	293	476	44	27	20	193	158	118	95
	28%	25%	28%	32% a	28%	29%	29%	24%	27%	33% b	40% bcd	27% d	29% d	18%
Any Kiss radio station	435	109	180	146	178	256	383	25	17	9	133	105	97	96
	22%	18%	22%	24% a	18%	25% a	23% bd	14%	17%	15%	27% bd	18%	24%	18%
Any Absolute Radio station	224	51	98	75	112	112	183	29	6	6	87	54	50	32
	11%	9%	12% a	13% a	11%	11%	11% c	16% acd	6%	10%	18% bcd	9%	12% d	6%
Any Smooth Radio station	201	52	81	68	113	88	174	18	6	3	80	44	42	32
	10%	9%	10%	11%	11%	9%	10% cd	10% d	6%	5%	17% bcd	8%	10% d	6%
Any Magic radio station	190	58	82	51	101	89	165	15	6	4	71	44	32	39
	10%	10%	10%	9%	10%	9%	10%	8%	6%	7%	15% bcd	8%	8%	7%
ANY OF THESE	1278	358	524	396	599	679	1082	101	60	35	365	347	274	285
	64%	60%	65% a	66% a	61%	67% a	65% bd	56%	60%	58%	75% bcd	60%	68% bd	54%
NONE OF THESE	722	242	276	204	384	338	578	79	40	25	119	229	130	241
	36%	40% bc	35%	34%	39% b	33%	35%	44% a	40%	42% a	25%	40% ac	32% a	46% ac

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

Q21A-G. RADIO PROVIDERS LISTENED TO WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number of radio stations (out of 7)	1.5	1.3	1.5	1.6	1.4	1.5	1.5	1.3	1.3	1.1	2.0	1.3	1.5	1.1
			a	a		a	bcd				bcd	d	bd	
Standard deviation	1.58	1.52	1.61	1.61	1.59	1.58	1.59	1.62	1.42	1.34	1.79	1.50	1.52	1.35
Standard error	.04	.06	.06	.06	.05	.05	.05	.10	.09	.08	.07	.06	.08	.06

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

Q21A-G. RADIO PROVIDERS LISTENED TO WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Any Capital radio station	661	268	219	120	537	117	631	30	423	219	140	232	427
	33%	34%	31%	36%	33%	34%	35%	15%	37%	28%	36%	23%	45%
							b		b		b		a
Any Heart radio station	624	251	204	126	532	89	590	34	414	189	134	226	394
	31%	32%	29%	37%	32%	26%	33%	17%	36%	24%	34%	22%	41%
				b	b		b		b		b		a
Any BBC radio stations (e.g. BBC Radio 1, BBC Radio 2)	567	180	215	132	476	84	567	-	392	159	127	192	373
	28%	23%	30%	39%	29%	25%	32%	-%	34%	20%	32%	19%	39%
			a	ab			b		b		b		a
Any Kiss radio station	435	186	147	75	345	82	413	21	292	126	88	158	274
	22%	23%	21%	22%	21%	24%	23%	10%	26%	16%	22%	16%	29%
							b		b		b		a
Any Absolute Radio station	224	79	80	57	193	31	218	6	162	54	42	66	157
	11%	10%	11%	17%	12%	9%	12%	3%	14%	7%	11%	6%	16%
				ab			b		b		b		a
Any Smooth Radio station	201	64	79	50	163	37	196	5	149	42	43	57	144
	10%	8%	11%	15%	10%	11%	11%	2%	13%	5%	11%	6%	15%
				a			b		b		b		a
Any Magic radio station	190	62	75	48	163	26	186	5	145	37	38	50	140
	10%	8%	10%	14%	10%	8%	10%	2%	13%	5%	10%	5%	15%
				a			b		b		b		a
ANY OF THESE	1278	492	448	251	1068	197	1211	66	813	426	271	539	731
	64%	62%	63%	74%	65%	58%	67%	32%	71%	54%	69%	53%	77%
				ab	b		b		b		b		a

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

Q21A-G. RADIO PROVIDERS LISTENED TO WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
NONE OF THESE	722	304	265	86	574	143	583	139	324	367	123	476	223
	36%	38%	37%	26%	35%	42%	33%	68%	29%	46%	31%	47%	23%
		c	c			a		a		ac		b	
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mean number of radio stations (out of 7)	1.5	1.4	1.4	1.8	1.5	1.4	1.6	.5	1.7	1.0	1.6	1.0	2.0
				ab			b		b		b		a
Standard deviation	1.58	1.53	1.58	1.70	1.58	1.58	1.61	.84	1.70	1.28	1.51	1.19	1.77
Standard error	.04	.06	.06	.09	.04	.09	.04	.06	.05	.05	.08	.04	.06

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

Q23. Which of these do you use to listen to these to radio stations?

Base : Those aged 11-16 who have listened to any of the radio station providers in the past month

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1601	462	645	494	760	841	1012	205	198	186	538	430	310	316
Effective Weighted Sample	1295	379	527	389	615	681	982	188	182	183	446	342	263	270
Total	1585	462	640	484	754	831	1330	134	78	43	420	442	339	378
Radio set (DAB/FM/AM at home or in a car)	992 63%	277 60%	396 62%	320 66%	462 61%	531 64%	838 63%	79 59%	47 60%	28 65%	294 70% cd	297 67% cd	194 57%	204 54%
Mobile phone	655 41%	175 38%	282 44%	198 41%	304 40%	351 42%	559 42% c	52 39%	25 32%	18 43% c	184 44% b	163 37%	149 44%	157 41%
Smart speaker (like Alexa or Google Home)	624 39%	185 40%	260 41%	179 37%	288 38%	336 40%	517 39%	54 40%	36 46%	17 40%	182 43% bd	160 36%	160 47% bd	121 32%
Tablet (like an iPad)	257 16%	83 18%	103 16%	72 15%	123 16%	135 16%	231 17% cd	17 12%	5 7%	4 10%	85 20% c	67 15%	46 14%	59 16%
Laptop	224 14%	64 14%	94 15%	66 14%	107 14%	117 14%	191 14% d	20 15%	8 11%	4 9%	84 20% bcd	51 12%	40 12%	47 13%
TV set	204 13%	47 10%	95 15% a	62 13%	92 12%	112 14%	173 13%	19 15%	8 10%	4 8%	60 14%	58 13%	47 14%	40 11%
Desktop computer	99 6%	23 5%	47 7%	29 6%	51 7%	48 6%	87 7%	8 6%	3 4%	2 4%	45 11% bcd	22 5%	17 5%	15 4%
Any other device	44 3%	21 4% b	9 1%	14 3%	20 3%	24 3%	38 3%	4 3%	2 3%	1 2%	4 1%	15 3% a	12 3% a	12 3% a
Don't know	16 1%	4 1%	7 1%	5 1%	13 2% b	3 *%	12 1%	2 1%	2 2%	* 1%	1 *%	6 1% a	1 *%	9 2% ac
ONLY A RADIO AND NO OTHER DEVICE	438 28%	136 29%	162 25%	140 29%	202 27%	235 28%	365 27%	36 27%	25 32%	12 28%	112 27%	128 29%	88 26%	109 29%

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

Q23. Which of these do you use to listen to these to radio stations?

Base : Those aged 11-16 who have listened to any of the radio station providers in the past month

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1601	462	645	494	760	841	1012	205	198	186	538	430	310	316
Effective Weighted Sample	1295	379	527	389	615	681	982	188	182	183	446	342	263	270
Total	1585	462	640	484	754	831	1330	134	78	43	420	442	339	378
ANY DEVICE OTHER THAN A RADIO	1132	322	471	338	539	592	953	97	51	31	308	308	251	261
	71%	70%	74%	70%	72%	71%	72%	72%	65%	71%	73%	70%	74%	69%
ONLY A DEVICE OTHER THAN A RADIO	577	181	237	159	280	297	480	53	29	15	126	139	144	165
	36%	39%	37%	33%	37%	36%	36%	40%	38%	34%	30%	31%	43% ab	44% ab

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

Q23. Which of these do you use to listen to these to radio stations?

Base : Those aged 11-16 who have listened to any of the radio station providers in the past month

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1601	569	595	327	1359	230	1514	87	1001	548	339	729	863
Effective Weighted Sample	1295	466	471	277	1077	206	1224	72	804	449	272	589	698
Total	1585	606	568	299	1310	259	1491	95	973	559	332	722	853
Radio set (DAB/FM/AM at home or in a car)	992	357	350	209	822	164	948	44	634	336	203	427	557
	63%	59%	62%	70% ab	63%	63%	64% b	46%	65%	60%	61%	59%	65% a
Mobile phone	655	249	240	121	520	126	628	26	436	196	148	242	412
	41%	41%	42%	41%	40%	49% a	42% b	28%	45% b	35%	45% b	34%	48% a
Smart speaker (like Alexa or Google Home)	624	234	218	137	541	79	593	31	421	188	147	229	392
	39%	39%	38%	46% b	41% b	30%	40%	33%	43% b	34%	44% b	32%	46% a
Tablet (like an iPad)	257	77	106	56	199	57	249	8	196	56	63	86	171
	16%	13%	19% a	19% a	15%	22% a	17%	9%	20% b	10%	19% b	12%	20% a
Laptop	224	84	73	50	172	51	215	8	177	42	60	85	136
	14%	14%	13%	17%	13%	20% a	14%	9%	18% b	8%	18% b	12%	16% a
TV set	204	78	68	47	164	37	193	11	143	56	46	69	135
	13%	13%	12%	16%	13%	14%	13%	12%	15% b	10%	14%	10%	16% a
Desktop computer	99	41	31	24	77	19	97	2	77	19	26	28	71
	6%	7%	6%	8%	6%	7%	6%	3%	8% b	3%	8% b	4%	8% a
Any other device	44	20	17	5	32	10	39	5	22	15	8	22	22
	3%	3%	3%	2%	2%	4%	3%	6%	2%	3%	3%	3%	3%
Don't know	16	9	5	1	14	2	13	3	6	8	6	8	8
	1%	1%	1%	*%	1%	1%	1%	3% a	1%	1%	2%	1%	1%

Q23. Which of these do you use to listen to these to radio stations?

Base : Those aged 11-16 who have listened to any of the radio station providers in the past month

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1601	569	595	327	1359	230	1514	87	1001	548	339	729	863
Effective Weighted Sample	1295	466	471	277	1077	206	1224	72	804	449	272	589	698
Total	1585	606	568	299	1310	259	1491	95	973	559	332	722	853
ONLY A RADIO AND NO OTHER DEVICE	438	164	154	80	364	71	411	27	240	185	70	245	187
	28%	27%	27%	27%	28%	27%	28%	28%	25%	33% ac	21%	34% b	22%
ANY DEVICE OTHER THAN A RADIO	1132	433	409	218	931	187	1067	65	727	367	256	469	657
	71%	72%	72%	73%	71%	72%	72%	69%	75% b	66%	77% b	65%	77% a
ONLY A DEVICE OTHER THAN A RADIO	577	240	213	89	473	94	529	48	332	215	123	288	287
	36%	40% c	37% c	30%	36%	36%	36%	50% a	34%	38%	37%	40% b	34%

Q24. Here are some BBC websites and apps you may have heard of. Can you please click on the ones you know?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
BBC News app/ site	1500	408	603	488	733	767	1251	134	71	45	392	448	302	349
	75%	68%	75% a	81% ab	75%	75%	75%	74%	71%	75%	81% cd	78% d	75% d	66%
BBC Bitesize app/ site	1204	366	465	373	554	650	1014	102	55	33	321	378	244	256
	60%	61%	58%	62%	56%	64% a	61%	56%	55%	56%	66% d	66% d	60% d	49%
BBC Sport app/ site	1043	261	411	372	585	459	862	95	48	37	300	322	219	198
	52%	43%	51% a	62% ab	59% b	45%	52%	53%	48%	62% abc	62% cd	56% d	54% d	38%
BBC Newsround site	678	199	278	201	287	391	573	69	19	16	201	204	133	138
	34%	33%	35%	33%	29%	38% a	35% cd	38% cd	19%	27%	41% cd	35% d	33%	26%
None of these	235	64	107	64	113	123	196	20	15	5	36	53	39	106
	12%	11%	13%	11%	11%	12%	12%	11%	15% d	8%	7%	9%	10%	20% abc

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

Q24. Here are some BBC websites and apps you may have heard of. Can you please click on the ones you know?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
BBC News app/ site	1500	585	540	263	1217	272	1420	80	906	560	289	667	818
	75%	74%	76%	78%	74%	80%	79%	39%	80%	71%	73%	66%	86%
						a	b		bc				a
BBC Bitesize app/ site	1204	464	421	220	978	215	1150	54	860	323	250	518	674
	60%	58%	59%	65%	60%	63%	64%	26%	76%	41%	63%	51%	71%
				a			b		bc		b		a
BBC Sport app/ site	1043	367	379	217	851	181	1004	39	651	370	201	405	630
	52%	46%	53%	64%	52%	53%	56%	19%	57%	47%	51%	40%	66%
			a	ab			b		b				a
BBC Newsround site	678	268	219	130	547	127	652	26	468	192	122	241	431
	34%	34%	31%	39%	33%	37%	36%	13%	41%	24%	31%	24%	45%
				b			b		bc		b		a
None of these	235	103	84	24	201	31	127	108	45	162	26	174	49
	12%	13%	12%	7%	12%	9%	7%	53%	4%	20%	7%	17%	5%
		c	c					a		ac		b	

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

Q25A. How often in the past month have you used the BBC News app/ site?

Base : Those aged 11-16 who have heard of BBC News app/ site

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1531	409	613	509	753	778	952	208	180	191	493	439	293	296
Effective Weighted Sample	1231	335	498	398	600	630	924	189	166	188	411	349	239	251
Total	1500	408	603	488	733	767	1251	134	71	45	392	448	302	349
Most days	345	81	146	118	154	191	289	29	15	12	132	94	72	45
	23%	20%	24%	24%	21%	25%	23%	22%	21%	27%	34% bcd	21% d	24% d	13%
Weekly	335	94	118	123	167	168	278	34	12	10	96	103	60	72
	22%	23%	20%	25%	23%	22%	22%	26%	18%	21%	25%	23%	20%	21%
Less often	389	106	160	123	181	208	326	31	19	12	102	112	84	90
	26%	26%	27%	25%	25%	27%	26%	24%	27%	27%	26%	25%	28%	26%
Never	425	124	179	122	229	196	352	39	23	11	61	138	83	140
	28%	30%	30%	25%	31% b	26%	28%	29%	33% d	23%	16%	31% a	28% a	40% abc
Don't know	7	3	-	3	2	5	5	-	1	*	1	1	2	2
	*%	1% b	-%	1%	*%	1%	*%	-%	1%	1%	*%	*%	1%	*%

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

Q25A. How often in the past month have you used the BBC News app/ site?

Base : Those aged 11-16 who have heard of BBC News app/ site

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1531	554	573	293	1290	232	1452	79	935	560	293	687	832
Effective Weighted Sample	1231	451	452	245	1012	211	1168	63	752	451	236	547	672
Total	1500	585	540	263	1217	272	1420	80	906	560	289	667	818
Most days	345	129	128	69	252	89	345	-	259	80	88	118	227
	23%	22%	24%	26%	21%	33%	24%	-%	29%	14%	31%	18%	28%
						a	b		b		b		a
Weekly	335	112	132	66	263	68	335	-	238	93	63	127	206
	22%	19%	24%	25%	22%	25%	24%	-%	26%	17%	22%	19%	25%
							b		b				a
Less often	389	165	127	66	324	63	389	-	237	138	73	163	222
	26%	28%	23%	25%	27%	23%	27%	-%	26%	25%	25%	24%	27%
							b						
Never	425	178	152	61	373	51	347	77	171	245	63	254	162
	28%	30%	28%	23%	31%	19%	24%	96%	19%	44%	22%	38%	20%
					b			a		ac		b	
Don't know	7	2	2	-	5	2	4	3	3	4	2	5	1
	*%	*%	*%	-%	*%	1%	*%	4%	*%	1%	1%	1%	*%
								a					

Q25B. How often in the past month have you used the BBC Sport app/ site?

Base : Those aged 11-16 who have heard of BBC Sport app/ site

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1100	275	429	396	610	490	665	154	124	157	384	317	219	175
Effective Weighted Sample	873	221	344	308	482	391	645	141	114	154	320	250	175	145
Total	1043	261	411	372	585	459	862	95	48	37	300	322	219	198
Most days	196	59	71	66	129	67	160	23	6	7	99	49	28	19
	19%	22%	17%	18%	22%	15%	19%	24%	13%	19%	33%	15%	13%	10%
					b			c			bcd			
Weekly	276	71	100	104	184	92	239	17	12	9	72	89	68	47
	26%	27%	24%	28%	31%	20%	28%	18%	24%	23%	24%	28%	31%	24%
					b		b							
Less often	227	49	87	91	127	100	184	23	11	8	63	68	54	39
	22%	19%	21%	24%	22%	22%	21%	25%	23%	22%	21%	21%	25%	20%
Never	342	81	152	109	145	197	278	33	19	13	66	116	68	92
	33%	31%	37%	29%	25%	43%	32%	34%	39%	34%	22%	36%	31%	47%
			c			a						a	a	abc
Don't know	3	1	-	2	-	3	2	-	1	*	1	-	2	*
	*%	1%	-%	*%	-%	1%	*%	-%	1%	1%	*%	-%	1%	*%

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

Q25B. How often in the past month have you used the BBC Sport app/ site?

Base : Those aged 11-16 who have heard of BBC Sport app/ site

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1100	366	410	240	933	158	1063	37	693	384	214	437	656
Effective Weighted Sample	873	290	320	199	722	143	842	31	550	305	168	341	525
Total	1043	367	379	217	851	181	1004	39	651	370	201	405	630
Most days	196	51	75	64	151	43	196	-	148	44	46	68	128
	19%	14%	20%	29%	18%	24%	19%	-%	23%	12%	23%	17%	20%
				ab			b		b		b		
Weekly	276	83	122	52	224	47	276	-	186	84	66	102	170
	26%	22%	32%	24%	26%	26%	27%	-%	29%	23%	33%	25%	27%
			ac				b				b		
Less often	227	94	79	30	181	44	227	-	147	73	53	70	156
	22%	25%	21%	14%	21%	24%	23%	-%	23%	20%	26%	17%	25%
		c	c				b						a
Never	342	139	101	71	291	47	304	38	170	167	37	163	175
	33%	38%	27%	33%	34%	26%	30%	98%	26%	45%	18%	40%	28%
		b			b			a	c	ac		b	
Don't know	3	1	1	-	3	-	2	1	1	2	-	1	1
	*%	*%	*%	-%	*%	-%	*%	2%	*%	1%	-%	*%	*%
								a					

Q25C. How often in the past month have you used the BBC Bitesize app/ site?

Base : Those aged 11-16 who have heard of BBC Bitesize app/ site

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1220	363	470	387	569	651	773	160	144	143	410	360	223	221
Effective Weighted Sample	985	298	384	302	456	529	750	146	132	141	341	290	188	185
Total	1204	366	465	373	554	650	1014	102	55	33	321	378	244	256
Most days	188	51	84	53	86	102	158	17	7	6	70	55	30	32
	16%	14%	18%	14%	16%	16%	16%	17%	12%	17%	22% bcd	14%	12%	12%
Weekly	341	123	119	98	151	190	287	26	16	12	97	111	69	63
	28%	34% b	26%	26%	27%	29%	28%	26%	29%	35%	30%	29%	28%	25%
Less often	428	127	161	140	201	227	362	40	17	9	107	131	92	96
	36%	35%	35%	38%	36%	35%	36%	39% d	30%	28%	33%	35%	38%	38%
Never	240	64	99	78	115	126	202	18	15	6	46	79	50	64
	20%	17%	21%	21%	21%	19%	20%	17%	27% b	18%	14%	21% a	20%	25% a
Don't know	7	1	2	4	1	6	5	-	1	1	1	2	3	1
	1%	*%	*%	1%	*%	1%	1%	-%	1%	2% a	*%	*%	1%	*%

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

Q25C. How often in the past month have you used the BBC Bitesize app/ site?

Base : Those aged 11-16 who have heard of BBC Bitesize app/ site

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1220	429	443	250	1027	185	1164	56	884	313	259	526	684
Effective Weighted Sample	985	354	352	206	810	168	941	44	711	257	206	424	552
Total	1204	464	421	220	978	215	1150	54	860	323	250	518	674
Most days	188	75	59	42	140	47	188	-	184	4	26	58	130
	16%	16%	14%	19%	14%	22%	16%	-%	21%	1%	10%	11%	19%
						a	b		bc		b		a
Weekly	341	132	110	74	266	68	341	-	306	29	89	140	199
	28%	29%	26%	34%	27%	32%	30%	-%	36%	9%	36%	27%	30%
							b		b		b		
Less often	428	156	164	65	361	64	428	-	307	113	108	180	241
	36%	34%	39%	30%	37%	30%	37%	-%	36%	35%	43%	35%	36%
			c				b						
Never	240	95	88	38	206	34	189	51	62	174	28	138	100
	20%	21%	21%	17%	21%	16%	16%	96%	7%	54%	11%	27%	15%
							a			ac		b	
Don't know	7	5	*	-	6	1	5	2	1	2	-	3	3
	1%	1%	*%	-%	1%	1%	*%	4%	*%	1%	-%	1%	*%
							a						

Q25D. How often in the past month have you used the BBC Newsround site?

Base : Those aged 11-16 who have heard of BBC Newsround site

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	*c	*d	a	b	c	d
Unweighted total	667	198	276	193	299	368	439	105	54	69	249	191	116	109
Effective Weighted Sample	552	167	230	155	240	311	425	97	50	68	211	157	100	96
Total	678	199	278	201	287	391	573	69	19	16	201	204	133	138
Most days	94	35	38	22	39	55	79	9	4	2	45	21	16	12
	14%	17%	13%	11%	14%	14%	14%	13%	20%	14%	23%	10%	12%	8%
											bcd			
Weekly	165	57	75	33	71	95	141	19	2	4	54	54	28	30
	24%	29%	27%	17%	25%	24%	25%	27%	12%	23%	27%	27%	21%	21%
		c	c				c	c						
Less often	216	63	83	70	85	131	182	25	6	3	58	61	46	49
	32%	32%	30%	35%	30%	33%	32%	36%	30%	20%	29%	30%	35%	35%
								d						
Never	197	42	80	75	92	105	166	17	7	7	43	67	40	48
	29%	21%	29%	37%	32%	27%	29%	25%	38%	41%	21%	33%	30%	35%
				a						ab		a		a
Don't know	5	1	3	1	-	5	5	-	-	*	1	1	3	*
	1%	1%	1%	1%	-%	1%	1%	-%	-%	2%	*%	1%	2%	*%

Q25D. How often in the past month have you used the BBC Newsround site?

Base : Those aged 11-16 who have heard of BBC Newsround site

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	^a b	a	b	c	a	b
Unweighted total	667	228	229	151	558	106	640	27	469	182	128	239	423
Effective Weighted Sample	552	200	183	125	451	98	529	22	387	151	103	196	351
Total	678	268	219	130	547	127	652	26	468	192	122	241	431
Most days	94	34	34	24	77	17	94	**	88	4	18	22	71
	14%	13%	16%	19%	14%	13%	14%	**	19%	2%	15%	9%	16%
									b		b		a
Weekly	165	67	49	37	135	28	165	**	134	29	45	44	121
	24%	25%	22%	29%	25%	22%	25%	**	29%	15%	37%	18%	28%
									b		b		a
Less often	216	90	66	34	172	42	216	**	153	57	35	66	150
	32%	34%	30%	26%	31%	33%	33%	**	33%	30%	29%	27%	35%
Never	197	72	70	34	160	38	173	**	91	100	23	106	88
	29%	27%	32%	26%	29%	30%	27%	**	20%	52%	19%	44%	20%
										ac		b	
Don't know	5	4	-	-	3	3	3	**	1	2	-	3	2
	1%	1%	-%	-%	*%	2%	*%	**	*%	1%	-%	1%	*%

Q25A-D. APPS AND SITES USED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
BBC News app/ site	1069	281	424	363	502	567	893	95	46	34	330	309	216	207
	53%	47%	53%	60%	51%	56%	54%	53%	46%	57%	68%	54%	53%	39%
			a	ab			c			c	bcd	d	d	
BBC Bitesize app/ site	956	301	364	292	438	518	806	84	39	27	274	297	191	191
	48%	50%	46%	49%	45%	51%	49%	47%	39%	45%	57%	52%	47%	36%
						a	c				cd	d	d	
BBC Sport app/ site	698	179	258	261	440	258	582	63	29	24	233	206	150	105
	35%	30%	32%	44%	45%	25%	35%	35%	29%	40%	48%	36%	37%	20%
				ab	b					c	bcd	d	d	
BBC Newsround site	475	155	195	125	195	280	402	52	12	9	157	136	90	90
	24%	26%	24%	21%	20%	28%	24%	29%	12%	15%	32%	24%	22%	17%
						a	cd	cd			bcd	d	d	
ANY OF THESE	1497	460	575	463	733	764	1251	134	64	48	416	437	317	320
	75%	77%	72%	77%	75%	75%	75%	75%	64%	79%	86%	76%	79%	61%
				b			c	c		c	bcd	d	d	
NONE OF THESE	503	140	225	137	250	253	409	46	36	12	69	138	87	205
	25%	23%	28%	23%	25%	25%	25%	25%	36%	21%	14%	24%	21%	39%
			c						abd			a	a	abc

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

Q25A-D. APPS AND SITES USED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
BBC News app/ site	1069	406	387	201	839	220	1069	-	733	311	225	409	655
	53%	51%	54%	60%	51%	65%	60%	-%	64%	39%	57%	40%	69%
				a		a	b		bc		b		a
BBC Bitesize app/ site	956	363	333	182	766	179	956	-	797	146	222	378	570
	48%	46%	47%	54%	47%	53%	53%	-%	70%	18%	56%	37%	60%
				ab			b		bc		b		a
BBC Sport app/ site	698	227	277	146	557	135	698	-	480	201	165	241	454
	35%	29%	39%	43%	34%	40%	39%	-%	42%	25%	42%	24%	48%
			a	a			b		b		b		a
BBC Newsround site	475	191	150	96	385	87	475	-	376	90	98	132	341
	24%	24%	21%	28%	23%	26%	26%	-%	33%	11%	25%	13%	36%
				b			b		bc		b		a
ANY OF THESE	1497	567	533	284	1206	278	1497	-	1040	424	344	655	830
	75%	71%	75%	84%	73%	82%	83%	-%	92%	53%	87%	65%	87%
				ab		a	b		bc		b		a
NONE OF THESE	503	228	180	53	436	62	298	205	97	369	50	360	124
	25%	29%	25%	16%	27%	18%	17%	100%	8%	47%	13%	35%	13%
		c	c		b			a		ac	a	b	

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

Q25A-D. APPS AND SITES USED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
BBC News app/ site	680 34%	175 29%	264 33%	240 40% ab	321 33%	359 35%	567 34% c	63 35%	27 27%	22 37% c	228 47% bcd	197 34% d	132 33% d	117 22%
BBC Bitesize app/ site	529 26%	174 29%	203 25%	151 25%	237 24%	292 29% a	445 27%	44 24%	23 23%	17 29%	167 34% cd	166 29% d	99 25% d	95 18%
BBC Sport app/ site	471 24%	130 22%	172 21%	170 28% ab	313 32% b	159 16%	398 24% c	39 22%	18 18%	16 26% c	171 35% bcd	138 24% d	96 24% d	66 13%
BBC Newsround site	259 13%	92 15% c	112 14% c	55 9%	110 11%	149 15% a	220 13% c	27 15% c	6 6%	6 10%	99 20% bcd	75 13% d	44 11%	41 8%
ANY OF THESE	1071 54%	317 53%	411 51%	344 57% b	539 55%	532 52%	897 54% c	94 52%	44 44%	36 60% c	325 67% bcd	322 56% d	213 53% d	206 39%
NONE OF THESE	929 46%	283 47%	389 49%	256 43% c	444 45%	485 48%	763 46%	86 48%	56 56% ad	24 40%	160 33%	254 44% a	191 47% a	320 61% abc

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

Q25A-D. APPS AND SITES USED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
BBC News app/ site	680	241	260	136	515	157	680	-	496	173	151	245	433
	34%	30%	36%	40%	31%	46%	38%	-%	44%	22%	38%	24%	45%
			a	a		a	b		b		b		a
BBC Bitesize app/ site	529	207	169	117	405	115	529	-	490	33	114	198	329
	26%	26%	24%	35%	25%	34%	29%	-%	43%	4%	29%	20%	35%
				ab		a	b		bc		b		a
BBC Sport app/ site	471	133	197	116	376	91	471	-	333	127	112	170	298
	24%	17%	28%	34%	23%	27%	26%	-%	29%	16%	28%	17%	31%
			a	ab			b		b		b		a
BBC Newsround site	259	101	83	62	212	45	259	-	223	33	64	66	192
	13%	13%	12%	18%	13%	13%	14%	-%	20%	4%	16%	7%	20%
				ab			b		b		b		a
ANY OF THESE	1071	396	387	217	834	224	1071	-	798	253	259	437	629
	54%	50%	54%	64%	51%	66%	60%	-%	70%	32%	66%	43%	66%
				ab		a	b		b		b		a
NONE OF THESE	929	400	326	121	808	116	724	205	339	540	135	578	325
	46%	50%	46%	36%	49%	34%	40%	100%	30%	68%	34%	57%	34%
		c	c		b			a		ac		b	

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

Q26. Here are some audio streaming services you may have heard of. Can you please click on the ones that you know?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Spotify	1727	497	686	544	841	886	1430	156	90	50	417	509	359	432
	86%	83%	86%	91% ab	86%	87%	86%	87%	90% d	84%	86%	88% d	89% d	82%
YouTube Music	1372	393	547	432	658	714	1130	126	73	44	330	393	290	353
	69%	65%	68%	72% a	67%	70%	68%	70%	73%	73%	68%	68%	72%	67%
Amazon Music	1267	357	512	398	612	655	1044	121	64	39	344	359	245	316
	63%	60%	64%	66% a	62%	64%	63%	67%	64%	64%	71% bcd	62%	61%	60%
Apple Music or Apple Podcasts	1234	335	493	405	579	655	1019	111	63	40	314	386	245	281
	62%	56%	62% a	68% ab	59%	64% a	61%	62%	63%	67%	65% d	67% d	61%	53%
Google Play Music or Google Podcasts	1171	335	465	371	569	602	974	107	57	33	294	344	227	303
	59%	56%	58%	62%	58%	59%	59%	60%	57%	56%	61%	60%	56%	58%
SoundCloud	892	212	343	337	417	474	728	88	45	31	245	256	182	205
	45%	35%	43% a	56% ab	42%	47%	44%	49%	45%	52% a	51% d	45%	45%	39%
Deezer	781	175	322	284	378	404	648	72	38	23	201	221	158	199
	39%	29%	40% a	47% ab	38%	40%	39%	40%	38%	38%	41%	38%	39%	38%
BBC Sounds	483	106	200	177	237	246	408	38	24	12	157	168	85	72
	24%	18%	25% a	30% a	24%	24%	25%	21%	24%	21%	32% cd	29% cd	21% d	14%
Tidal	317	75	125	117	160	157	270	27	10	10	113	83	60	59
	16%	12%	16%	20% a	16%	15%	16% c	15%	10%	16%	23% bcd	14%	15%	11%
GlobalPlayer	200	45	89	66	103	98	175	15	7	4	80	54	40	25
	10%	8%	11% a	11%	10%	10%	11%	8%	7%	7%	17% bcd	9% d	10% d	5%

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

Q26. Here are some audio streaming services you may have heard of. Can you please click on the ones that you know?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
RadioPlayer	174 9%	41 7%	67 8%	66 11% a	85 9%	89 9%	146 9%	17 9%	7 7%	5 8%	67 14% bcd	46 8%	33 8%	26 5%
None of these	46 2%	16 3%	18 2%	12 2%	20 2%	26 3%	39 2%	3 1%	3 3%	1 2%	7 1%	12 2%	9 2%	18 4% a

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

Q26. Here are some audio streaming services you may have heard of. Can you please click on the ones that you know?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Spotify	1727	663	631	294	1424	288	1577	149	984	691	323	821	886
	86%	83%	89%	87%	87%	85%	88%	73%	87%	87%	82%	81%	93%
			a				b		c	c			a
YouTube Music	1372	538	494	226	1121	240	1263	109	813	517	266	603	757
	69%	68%	69%	67%	68%	71%	70%	53%	72%	65%	67%	59%	79%
							b		b				a
Amazon Music	1267	485	458	240	1068	191	1177	90	743	488	216	522	734
	63%	61%	64%	71%	65%	56%	66%	44%	65%	62%	55%	51%	77%
				ab	b		b		c	c			a
Apple Music or Apple Podcasts	1234	490	443	213	1002	221	1142	92	733	465	237	501	724
	62%	62%	62%	63%	61%	65%	64%	45%	65%	59%	60%	49%	76%
							b		b				a
Google Play Music or Google Podcasts	1171	483	400	203	950	213	1083	88	695	434	219	476	682
	59%	61%	56%	60%	58%	63%	60%	43%	61%	55%	56%	47%	71%
							b		b				a
SoundCloud	892	361	304	149	703	177	825	66	554	305	153	349	536
	45%	45%	43%	44%	43%	52%	46%	32%	49%	39%	39%	34%	56%
						a	b		bc				a
Deezer	781	316	274	129	650	124	731	50	454	306	120	293	480
	39%	40%	38%	38%	40%	36%	41%	24%	40%	39%	30%	29%	50%
							b		c	c			a
BBC Sounds	483	147	198	114	408	71	468	15	326	150	77	151	326
	24%	18%	28%	34%	25%	21%	26%	8%	29%	19%	19%	15%	34%
			a	a			b		bc				a
Tidal	317	101	121	74	259	53	298	19	206	100	38	104	207
	16%	13%	17%	22%	16%	16%	17%	9%	18%	13%	10%	10%	22%
			a	a			b		bc				a

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

Q26. Here are some audio streaming services you may have heard of. Can you please click on the ones that you know?

Base : All respondents aged 11-16 in secondary education

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
GlobalPlayer	200	66	69	59	168	32	190	11	138	59	34	58	140
	10%	8%	10%	18%	10%	9%	11%	5%	12%	7%	9%	6%	15%
				ab			b		b				a
RadioPlayer	174	63	55	48	138	36	165	9	125	45	23	56	115
	9%	8%	8%	14%	8%	10%	9%	4%	11%	6%	6%	5%	12%
				ab			b		bc				a
None of these	46	25	13	4	42	4	25	20	15	24	8	30	6
	2%	3%	2%	1%	3%	1%	1%	10%	1%	3%	2%	3%	1%
								a		a		b	

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

Q27A. How often in the past month have you used BBC Sounds?

Base : Those aged 11-16 who have heard of BBC Sounds

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND *b	WALES *c	NORTHERN IRELAND *d	AB a	C1 b	C2 *c	DE *d
Significance Level: 95%														
Unweighted total	494	109	203	182	249	245	319	61	61	53	194	152	87	60
Effective Weighted Sample	403	91	167	145	200	203	309	57	56	52	164	128	68	51
Total	483	106	200	177	237	246	408	38	24	12	157	168	85	72
Most days	38 8%	8 8%	23 11% c	7 4%	22 9%	16 6%	33 8%	3 8%	1 5%	1 8%	26 16% bcd	8 5%	5 6%	- -%
Weekly	83 17%	19 18%	32 16%	31 18%	38 16%	45 18%	67 17%	9 22%	3 14%	3 26%	29 19%	25 15%	15 18%	11 16%
Less often	129 27%	30 29%	47 24%	51 29%	62 26%	66 27%	111 27%	10 27%	5 22%	2 15%	38 24%	46 27%	31 37% d	13 19%
Never	226 47%	46 44%	95 47%	85 48%	112 47%	114 46%	190 47%	16 41%	14 58%	6 50%	62 39%	88 52% ac	32 37%	45 63% ac
Don't know	7 2%	2 2%	3 1%	2 1%	2 1%	5 2%	6 2%	1 2%	* 1%	- -%	2 2%	1 1%	2 2%	2 2%

Q27A. How often in the past month have you used BBC Sounds?

Base : Those aged 11-16 who have heard of BBC Sounds

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	*b	a	^b	a	b	*c	a	b
Unweighted total	494	140	199	131	428	63	476	18	333	154	79	155	333
Effective Weighted Sample	403	115	163	108	344	56	389	14	272	125	64	125	273
Total	483	147	198	114	408	71	468	15	326	150	77	151	326
Most days	38	7	13	19	31	8	38	**	32	6	10	7	32
	8%	5%	6%	16%	8%	11%	8%	**	10%	4%	14%	4%	10%
				ab					b		b		
Weekly	83	19	40	21	74	7	83	**	61	19	13	27	55
	17%	13%	20%	18%	18%	10%	18%	**	19%	13%	17%	18%	17%
Less often	129	36	63	26	111	16	129	**	108	19	23	20	107
	27%	24%	32%	23%	27%	23%	27%	**	33%	13%	30%	13%	33%
									b		b		a
Never	226	81	83	47	187	38	213	**	121	104	27	93	130
	47%	55%	42%	41%	46%	53%	46%	**	37%	69%	35%	62%	40%
		bc								ac		b	
Don't know	7	4	-	2	5	2	5	**	5	1	3	4	2
	2%	3%	-%	2%	1%	3%	1%	**	1%	1%	4%	3%	1%
		b											

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q27B. How often in the past month have you used Apple Music or Apple Podcasts?

Base : Those aged 11-16 who have heard of Apple Music or Apple Podcasts

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1274	339	507	428	611	663	774	170	161	169	399	379	242	247
Effective Weighted Sample	1016	275	409	333	481	536	752	155	148	166	331	300	195	205
Total	1234	335	493	405	579	655	1019	111	63	40	314	386	245	281
Most days	256	59	90	107	95	160	208	25	15	8	77	77	49	51
	21%	18%	18%	26% ab	16%	24% a	20%	23%	23%	20%	24%	20%	20%	18%
Weekly	202	57	84	61	105	97	173	11	10	8	69	63	35	34
	16%	17%	17%	15%	18%	15%	17% b	10%	15%	21% b	22% cd	16%	14%	12%
Less often	247	69	107	71	120	128	207	17	14	9	53	72	57	63
	20%	21%	22%	17%	21%	20%	20%	16%	22%	21%	17%	19%	23%	22%
Never	511	145	208	159	255	257	416	56	25	15	109	171	100	129
	41%	43%	42%	39%	44%	39%	41%	50% acd	39%	37%	35%	44% a	41%	46% a
Don't know	17	6	4	8	4	13	16	1	*	*	6	3	4	3
	1%	2%	1%	2%	1%	2%	2%	1%	*%	1%	2%	1%	2%	1%

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

Q27B. How often in the past month have you used Apple Music or Apple Podcasts?

Base : Those aged 11-16 who have heard of Apple Music or Apple Podcasts

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1274	467	474	240	1077	189	1183	91	762	474	246	528	737
Effective Weighted Sample	1016	380	372	198	839	171	943	73	611	377	196	412	596
Total	1234	490	443	213	1002	221	1142	92	733	465	237	501	724
Most days	256	95	91	61	216	35	231	25	170	75	51	88	165
	21%	19%	21%	29% ab	22%	16%	20%	27%	23% b	16%	21%	18%	23% a
Weekly	202	89	68	37	153	49	201	2	136	57	44	55	147
	16%	18%	15%	17%	15%	22% a	18% b	2%	19% b	12%	19% b	11%	20% a
Less often	247	93	88	40	198	48	235	13	154	91	58	97	150
	20%	19%	20%	19%	20%	22%	21%	14%	21%	20%	25%	19%	21%
Never	511	207	192	71	420	87	462	49	269	233	83	253	254
	41%	42% c	43% c	33%	42%	39%	40%	53% a	37%	50% ac	35%	50% b	35%
Don't know	17	7	3	4	15	2	13	4	5	9	1	8	8
	1%	1%	1%	2%	2%	1%	1%	4% a	1%	2%	*%	2%	1%

Q27C. How often in the past month have you used Google Play Music or Google Podcasts?

Base : Those aged 11-16 who have heard of Google Play Music or Google Podcasts

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1184	331	462	391	582	602	738	166	141	139	364	336	229	252
Effective Weighted Sample	957	271	380	305	465	491	716	149	130	137	308	268	181	217
Total	1171	335	465	371	569	602	974	107	57	33	294	344	227	303
Most days	158	47	74	36	78	80	133	15	5	6	60	31	29	38
	13%	14%	16%	10%	14%	13%	14%	14%	8%	17%	20%	9%	13%	13%
			c							c	bcd			
Weekly	194	65	78	51	96	98	162	18	9	5	51	44	42	56
	17%	19%	17%	14%	17%	16%	17%	17%	16%	16%	17%	13%	19%	18%
Less often	303	94	111	99	156	148	245	29	22	7	64	89	60	89
	26%	28%	24%	27%	27%	24%	25%	27%	39%	22%	22%	26%	27%	29%
									abd					a
Never	494	122	196	176	228	266	414	45	21	15	115	176	90	113
	42%	36%	42%	47%	40%	44%	43%	42%	36%	44%	39%	51%	40%	37%
				a								acd		
Don't know	21	7	6	8	10	11	20	1	-	1	5	4	5	6
	2%	2%	1%	2%	2%	2%	2%	1%	-%	2%	2%	1%	2%	2%

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

Q27C. How often in the past month have you used Google Play Music or Google Podcasts?

Base : Those aged 11-16 who have heard of Google Play Music or Google Podcasts

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1184	446	429	228	996	182	1099	85	695	448	219	481	692
Effective Weighted Sample	957	371	336	188	786	165	888	68	568	356	179	386	561
Total	1171	483	400	203	950	213	1083	88	695	434	219	476	682
Most days	158	58	57	39	121	36	153	5	114	38	42	57	101
	13%	12%	14%	19%	13%	17%	14%	6%	16%	9%	19%	12%	15%
				a					b		b		
Weekly	194	83	71	28	157	38	187	8	121	70	54	76	117
	17%	17%	18%	14%	16%	18%	17%	9%	17%	16%	25%	16%	17%
											ab		
Less often	303	140	94	51	242	58	279	24	185	108	55	108	192
	26%	29%	23%	25%	26%	27%	26%	28%	27%	25%	25%	23%	28%
Never	494	191	174	84	410	80	450	44	267	208	64	225	262
	42%	39%	44%	41%	43%	37%	42%	50%	38%	48%	29%	47%	38%
									c	ac		b	
Don't know	21	13	4	1	20	1	14	7	8	10	4	10	11
	2%	3%	1%	1%	2%	1%	1%	8%	1%	2%	2%	2%	2%
								a					

Q27D. How often in the past month have you used GlobalPlayer?

Base : Those aged 11-16 who have heard of GlobalPlayer

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 *a	AGED 13-14 *b	AGED 15-16 *c	BOY a	GIRL *b	ENGLAND a	SCOTLAND ^b	WALES ^c	NORTHERN IRELAND ^d	AB *a	C1 *b	C2 *c	DE ^d
Significance Level: 95%														
Unweighted total	199	44	85	70	107	92	140	25	16	18	97	47	36	18
Effective Weighted Sample	168	38	74	55	89	79	135	23	15	18	83	41	31	17
Total	200	45	89	66	103	98	175	15	7	4	80	54	40	25
Most days	15	3	8	4	8	7	13	**	**	**	6	3	5	**
	7%	7%	8%	6%	8%	7%	8%	**	**	**	8%	6%	12%	**
Weekly	47	12	28	7	18	29	41	**	**	**	24	8	10	**
	24%	27%	32%	11%	18%	30%	23%	**	**	**	30%	14%	24%	**
		c	c											
Less often	42	7	23	12	26	15	35	**	**	**	15	9	10	**
	21%	16%	25%	18%	26%	16%	20%	**	**	**	19%	17%	24%	**
Never	91	20	30	41	47	44	80	**	**	**	31	31	16	**
	45%	44%	34%	61%	46%	45%	46%	**	**	**	39%	57%	39%	**
				b										
Don't know	6	3	-	3	3	3	5	**	**	**	3	3	-	**
	3%	7%	-%	4%	3%	3%	3%	**	**	**	4%	5%	-%	**
		b												

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q27D. How often in the past month have you used GlobalPlayer?

Base : Those aged 11-16 who have heard of GlobalPlayer

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		*a	*b	*c	a	*b	a	^b	a	*b	*c	*a	b
Unweighted total	199	60	69	65	168	31	189	10	138	58	31	61	136
Effective Weighted Sample	168	51	57	55	141	27	159	9	116	50	27	48	117
Total	200	66	69	59	168	32	190	11	138	59	34	58	140
Most days	15	4	5	5	10	5	15	**	12	3	1	5	9
	7%	6%	8%	9%	6%	14%	8%	**	8%	5%	3%	9%	7%
Weekly	47	16	16	16	41	6	47	**	38	8	10	11	36
	24%	23%	23%	27%	25%	18%	25%	**	28%	13%	29%	18%	25%
									b				
Less often	42	17	12	11	34	7	40	**	34	7	11	8	34
	21%	26%	18%	19%	20%	23%	21%	**	25%	13%	31%	13%	24%
Never	91	28	33	26	76	15	85	**	51	38	12	32	57
	45%	42%	47%	45%	45%	46%	45%	**	37%	65%	37%	56%	41%
										ac			
Don't know	6	2	3	*	6	-	3	**	3	3	-	2	4
	3%	2%	4%	*%	4%	-%	2%	**	2%	5%	-%	3%	3%

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q27E. How often in the past month have you used RadioPlayer?

Base : Those aged 11-16 who have heard of RadioPlayer

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 *a	AGED 13-14 *b	AGED 15-16 *c	BOY *a	GIRL *b	ENGLAND a	SCOTLAND ^b	WALES ^c	NORTHERN IRELAND ^d	AB *a	C1 *b	C2 *c	DE ^d
Significance Level: 95%														
Unweighted total	180	42	69	69	94	86	117	28	16	19	81	41	36	21
Effective Weighted Sample	148	35	58	55	76	72	113	26	15	19	71	35	28	18
Total	174	41	67	66	85	89	146	17	7	5	67	46	33	26
Most days	26	9	10	7	13	13	24	**	**	**	9	5	5	**
	15%	23%	14%	10%	15%	15%	16%	**	**	**	13%	10%	15%	**
Weekly	37	9	17	12	19	18	32	**	**	**	19	8	7	**
	21%	22%	25%	17%	22%	20%	22%	**	**	**	29%	16%	21%	**
Less often	36	7	16	13	20	16	30	**	**	**	11	13	5	**
	20%	16%	23%	20%	23%	18%	21%	**	**	**	16%	27%	14%	**
Never	68	12	23	33	32	36	53	**	**	**	27	19	15	**
	39%	31%	34%	50%	38%	41%	37%	**	**	**	40%	41%	45%	**
Don't know	7	3	3	1	2	6	7	**	**	**	1	3	1	**
	4%	8%	4%	2%	2%	6%	5%	**	**	**	2%	6%	4%	**

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Prepared by Critical Research : 0203 643 9043

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Q27E. How often in the past month have you used RadioPlayer?

Base : Those aged 11-16 who have heard of RadioPlayer

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		*a	*b	*c	a	*b	a	^b	a	*b	^c	*a	b
Unweighted total	180	63	55	56	147	33	171	9	131	46	28	60	117
Effective Weighted Sample	148	51	46	46	119	29	141	8	109	37	22	48	97
Total	174	63	55	48	138	36	165	9	125	45	23	56	115
Most days	26	10	7	7	18	8	26	**	18	7	**	11	15
	15%	16%	13%	14%	13%	23%	16%	**	15%	17%	**	20%	13%
Weekly	37	13	16	9	32	5	35	**	32	3	**	17	19
	21%	20%	28%	18%	23%	15%	22%	**	26%	8%	**	30%	17%
									b				
Less often	36	14	14	7	27	8	36	**	28	7	**	11	25
	20%	22%	26%	14%	20%	23%	22%	**	23%	16%	**	19%	22%
Never	68	24	17	26	56	12	63	**	42	25	**	14	53
	39%	38%	31%	53%	41%	35%	38%	**	34%	56%	**	26%	46%
				b						a			a
Don't know	7	3	1	*	6	1	5	**	4	2	**	3	3
	4%	4%	3%	*%	4%	4%	3%	**	3%	4%	**	6%	3%

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q27F. How often in the past month have you used Spotify?

Base : Those aged 11-16 who have heard of Spotify

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1757	496	701	560	865	892	1079	241	227	210	525	501	345	375
Effective Weighted Sample	1412	407	567	439	687	725	1048	222	209	207	441	397	283	313
Total	1727	497	686	544	841	886	1430	156	90	50	417	509	359	432
Most days	791	195	320	276	364	427	644	81	39	27	232	220	159	172
	46%	39%	47%	51%	43%	48%	45%	52%	44%	53%	56%	43%	44%	40%
			a	a						a	bcd			
Weekly	338	112	140	86	179	159	279	35	18	7	74	97	72	95
	20%	23%	20%	16%	21%	18%	19%	22%	20%	14%	18%	19%	20%	22%
		c						d						
Less often	252	82	79	92	118	134	205	20	17	10	40	82	57	73
	15%	16%	11%	17%	14%	15%	14%	13%	19%	19%	10%	16%	16%	17%
		b		b								a	a	a
Never	338	105	146	87	175	163	295	20	16	7	68	108	70	91
	20%	21%	21%	16%	21%	18%	21%	13%	17%	14%	16%	21%	19%	21%
			c				bd							
Don't know	7	2	1	4	5	2	7	-	-	-	3	3	1	-
	*%	*%	*%	1%	1%	*%	1%	-%	-%	-%	1%	1%	*%	-%
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Q27F. How often in the past month have you used Spotify?

Base : Those aged 11-16 who have heard of Spotify

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1757	631	660	330	1499	247	1611	146	1011	692	332	836	904
Effective Weighted Sample	1412	511	525	274	1180	223	1295	118	813	558	265	668	729
Total	1727	663	631	294	1424	288	1577	149	984	691	323	821	886
Most days	791	295	270	154	642	141	739	52	500	276	168	329	458
	46%	45%	43%	52% ab	45%	49%	47% b	35%	51% b	40%	52% b	40%	52% a
Weekly	338	130	130	55	262	72	312	27	194	132	67	160	178
	20%	20%	21%	19%	18%	25% a	20%	18%	20%	19%	21%	19%	20%
Less often	252	101	96	33	216	35	229	23	126	111	37	130	119
	15%	15%	15%	11%	15%	12%	15%	16%	13%	16%	12%	16%	13%
Never	338	133	135	51	298	40	293	45	160	169	51	199	128
	20%	20%	21%	17%	21% b	14%	19%	30% a	16%	25% ac	16%	24% b	14%
Don't know	7	2	1	2	6	1	5	2	4	3	-	3	3
	*%	*%	*%	1%	*%	*%	*%	2% a	*%	*%	-%	*%	*%

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

Q27G. How often in the past month have you used Deezer?

Base : Those aged 11-16 who have heard of Deezer

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES *c	NORTHERN IRELAND *d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	796	172	326	298	397	399	491	114	94	97	255	213	159	166
Effective Weighted Sample	639	141	265	233	311	328	476	102	87	95	212	170	127	142
Total	781	175	322	284	378	404	648	72	38	23	201	221	158	199
Most days	84	26	29	29	39	45	67	10	3	3	33	17	15	17
	11%	15%	9%	10%	10%	11%	10%	14%	9%	13%	17% bd	8%	10%	9%
Weekly	89	22	44	22	45	44	79	5	2	2	23	16	22	28
	11%	12%	14% c	8%	12%	11%	12%	7%	6%	10%	11%	7%	14%	14% b
Less often	147	36	51	59	72	74	122	12	9	3	32	40	35	37
	19%	21%	16%	21%	19%	18%	19%	17%	24%	14%	16%	18%	22%	19%
Never	449	89	194	165	217	232	368	44	23	15	107	143	83	115
	57%	51%	60%	58%	57%	58%	57%	61%	59%	63%	53% ac	65%	53%	58%
Don't know	13	2	3	9	5	9	12	1	1	-	6	5	2	2
	2%	1%	1%	3%	1%	2%	2%	1%	2%	-%	3%	2%	1%	1%

Q27G. How often in the past month have you used Deezer?

Base : Those aged 11-16 who have heard of Deezer

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	796	294	295	147	683	108	744	52	459	316	122	300	489
Effective Weighted Sample	639	244	231	119	537	98	598	41	371	252	97	240	393
Total	781	316	274	129	650	124	731	50	454	306	120	293	480
Most days	84	38	25	15	65	18	82	2	61	19	19	31	53
	11%	12%	9%	12%	10%	15%	11%	4%	13%	6%	16%	10%	11%
									b		b		
Weekly	89	32	28	21	72	15	86	2	62	22	25	26	63
	11%	10%	10%	16%	11%	12%	12%	4%	14%	7%	21%	9%	13%
									b		b		
Less often	147	67	58	15	127	20	139	7	92	49	33	45	101
	19%	21%	21%	11%	20%	16%	19%	15%	20%	16%	27%	15%	21%
		c	c								b		
Never	449	176	157	76	375	68	413	36	230	213	43	185	258
	57%	56%	57%	59%	58%	55%	56%	72%	51%	70%	36%	63%	54%
									c	ac		b	
Don't know	13	3	6	3	11	3	11	3	9	3	-	7	6
	2%	1%	2%	2%	2%	2%	1%	5%	2%	1%	-%	2%	1%

Q27H. How often in the past month have you used Amazon Music?

Base : Those aged 11-16 who have heard of Amazon Music

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1308	368	524	416	636	672	799	186	161	162	429	360	244	272
Effective Weighted Sample	1050	296	427	326	507	543	775	170	148	160	362	282	197	229
Total	1267	357	512	398	612	655	1044	121	64	39	344	359	245	316
Most days	312	103	131	79	122	189	261	28	13	10	100	73	57	82
	25%	29% c	26%	20%	20%	29% a	25%	23%	20%	27%	29% b	20%	23%	26%
Weekly	222	66	96	61	130	92	180	22	13	7	74	62	44	39
	18%	18%	19%	15%	21% b	14%	17%	18%	20%	18%	22% d	17%	18%	12%
Less often	262	76	102	84	134	128	211	27	15	8	60	71	62	67
	21%	21%	20%	21%	22%	19%	20%	22%	24%	21%	17%	20%	25% a	21%
Never	461	110	182	169	223	238	382	43	23	13	108	149	79	126
	36%	31%	36%	43% ab	36%	36%	37%	35%	36%	35%	31%	42% ac	32%	40% a
Don't know	10	3	2	5	2	8	10	1	-	-	3	4	3	2
	1%	1%	*%	1%	*%	1%	1%	1%	-%	-%	1%	1%	1%	*%
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Q27H. How often in the past month have you used Amazon Music?

Base : Those aged 11-16 who have heard of Amazon Music

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	1308	467	483	271	1134	168	1221	87	771	501	226	544	754
Effective Weighted Sample	1050	378	383	225	892	152	979	71	620	401	180	432	609
Total	1267	485	458	240	1068	191	1177	90	743	488	216	522	734
Most days	312	128	105	63	276	35	291	21	198	104	49	117	193
	25%	26%	23%	26%	26%	18%	25%	23%	27%	21%	23%	23%	26%
					b								
Weekly	222	77	87	43	188	34	216	6	140	78	47	68	152
	18%	16%	19%	18%	18%	18%	18%	7%	19%	16%	22%	13%	21%
							b						a
Less often	262	106	91	48	224	36	248	13	158	91	57	99	161
	21%	22%	20%	20%	21%	19%	21%	15%	21%	19%	26%	19%	22%
											b		
Never	461	167	173	85	370	85	414	47	240	212	62	232	223
	36%	34%	38%	35%	35%	45%	35%	52%	32%	43%	29%	44%	30%
						a		a		ac		b	
Don't know	10	7	1	*	9	1	8	2	5	3	2	5	4
	1%	2%	*%	*%	1%	1%	1%	3%	1%	1%	1%	1%	1%

Q271. How often in the past month have you used Tidal?

Base : Those aged 11-16 who have heard of Tidal

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 *a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND *b	WALES ^c	NORTHERN IRELAND *d	AB a	C1 *b	C2 *c	DE *d
Significance Level: 95%														
Unweighted total	324	71	132	121	177	147	213	43	26	42	138	81	54	50
Effective Weighted Sample	264	61	107	97	138	127	206	39	24	41	117	65	45	42
Total	317	75	125	117	160	157	270	27	10	10	113	83	60	59
Most days	14 4%	2 3%	9 7%	3 3%	11 7%	3 2%	13 5%	- -%	** **	* 4%	11 9% c	2 2%	- -%	2 3%
Weekly	23 7%	7 10%	9 7%	7 6%	10 7%	12 8%	19 7%	2 7%	** **	2 20% a	14 13% bd	3 4%	5 9%	- -%
Less often	46 14%	11 15%	18 14%	17 14%	24 15%	22 14%	41 15%	3 11%	** **	1 15%	17 15%	6 7%	10 16%	11 19%
Never	229 72%	51 69%	90 72%	87 75%	114 71%	114 73%	193 72%	21 79%	** **	6 61%	69 61%	70 84% a	43 72%	46 78%
Don't know	6 2%	3 4% b	- -%	3 3%	1 1%	5 3%	4 1%	1 4%	** **	- -%	1 1%	2 3%	2 4%	- -%

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Prepared by Critical Research : 0203 643 9043

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Q271. How often in the past month have you used Tidal?

Base : Those aged 11-16 who have heard of Tidal

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		*a	b	*c	a	*b	a	^b	a	b	*c	a	b
Unweighted total	324	95	124	86	274	47	304	20	212	103	44	108	212
Effective Weighted Sample	264	79	100	71	219	42	248	16	172	84	34	87	174
Total	317	101	121	74	259	53	298	19	206	100	38	104	207
Most days	14	2	5	7	11	3	14	**	9	4	2	4	10
	4%	2%	4%	10%	4%	5%	5%	**	4%	4%	6%	4%	5%
				a									
Weekly	23	7	10	5	18	4	23	**	22	*	7	5	18
	7%	7%	8%	7%	7%	8%	8%	**	11% b	*%	19% b	4%	9%
Less often	46	15	17	11	33	11	40	**	32	7	5	10	34
	14%	15%	14%	15%	13%	20%	14%	**	16% b	7%	12%	10%	17%
Never	229	74	88	51	191	35	217	**	141	87	24	83	141
	72%	73%	73%	69%	73%	66%	73%	**	68%	86% ac	62%	79%	68%
Don't know	6	3	1	*	6	-	4	**	2	2	-	3	3
	2%	3%	*%	*%	2%	-%	1%	**	1%	2%	-%	3%	1%

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q27J. How often in the past month have you used YouTube Music?

Base : Those aged 11-16 who have heard of YouTube Music

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1412	390	566	456	690	722	855	194	181	182	420	389	290	306
Effective Weighted Sample	1129	320	454	356	544	585	831	178	167	179	349	308	233	257
Total	1372	393	547	432	658	714	1130	126	73	44	330	393	290	353
Most days	578 42%	176 45%	225 41%	177 41%	282 43%	296 41%	476 42%	49 39%	32 44%	22 50% b	139 42% b	133 34%	128 44% b	173 49% b
Weekly	335 24%	101 26%	136 25%	98 23%	158 24%	177 25%	276 24%	29 23%	19 26%	11 25%	81 25%	93 24%	78 27%	82 23%
Less often	213 16%	58 15%	76 14%	80 18%	88 13%	125 18%	175 15%	23 18%	10 13%	6 14%	49 15%	75 19% d	48 17%	41 12%
Never	237 17%	56 14%	107 20%	75 17%	127 19%	110 15%	195 17%	26 20% d	12 16%	5 12%	57 17% c	91 23% cd	33 11%	56 16%
Don't know	9 1%	2 1%	4 1%	2 1%	3 *%	6 1%	8 1%	- -%	* *%	- -%	4 1%	* *%	4 1%	- -%

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

Q27J. How often in the past month have you used YouTube Music?

Base : Those aged 11-16 who have heard of YouTube Music

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1412	517	532	253	1198	205	1303	109	836	532	268	618	784
Effective Weighted Sample	1129	418	417	210	934	188	1043	86	674	421	215	491	629
Total	1372	538	494	226	1121	240	1263	109	813	517	266	603	757
Most days	578	249	199	89	458	115	542	37	357	202	126	220	357
	42%	46%	40%	39%	41%	48%	43%	34%	44%	39%	47% b	36%	47% a
Weekly	335	134	129	46	283	50	309	25	202	123	68	147	183
	24%	25%	26%	20%	25%	21%	24%	23%	25%	24%	25%	24%	24%
Less often	213	61	79	44	181	31	193	20	121	84	37	97	114
	16%	11%	16% a	19% a	16%	13%	15%	18%	15%	16%	14%	16%	15%
Never	237	90	82	48	194	41	211	27	129	105	33	132	101
	17%	17%	17%	21%	17%	17%	17%	24%	16%	20% c	12%	22% b	13%
Don't know	9	4	5	-	6	3	8	1	4	2	2	6	2
	1%	1%	1%	-%	1%	1%	1%	1%	1%	*%	1%	1%	*%

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

Q27K. How often in the past month have you used SoundCloud?

Base : Those aged 11-16 who have heard of SoundCloud

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
		a	b	c	a	b	a	b	c	d	a	b	c	d
Significance Level: 95%														
Unweighted total	933	215	358	360	445	488	555	137	110	131	310	247	189	181
Effective Weighted Sample	741	176	287	279	350	392	538	126	102	129	255	198	148	150
Total	892	212	343	337	417	474	728	88	45	31	245	256	182	205
Most days	137	35	50	53	63	75	109	15	6	7	54	33	25	26
	15%	16%	15%	16%	15%	16%	15%	17%	14%	22% a	22% bcd	13%	13%	13%
Weekly	140	27	58	55	61	79	114	14	6	6	41	40	25	33
	16%	13%	17%	16%	15%	17%	16%	15%	13%	20%	17%	16%	14%	16%
Less often	243	59	85	99	122	120	194	28	12	8	61	67	55	57
	27%	28%	25%	29%	29%	25%	27%	32%	28%	27%	25%	26%	30%	28%
Never	354	87	145	123	167	188	295	31	20	9	85	113	72	84
	40%	41%	42%	36%	40%	40%	40% d	35%	45% d	29%	35%	44% a	40%	41%
Don't know	18	4	5	8	5	13	16	1	-	1	4	5	4	4
	2%	2%	2%	2%	1%	3%	2%	1%	-%	2%	2%	2%	2%	2%

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

Q27K. How often in the past month have you used SoundCloud?

Base : Those aged 11-16 who have heard of SoundCloud

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total	933	352	328	173	771	154	862	71	580	321	166	365	562
Effective Weighted Sample	741	282	261	140	597	138	686	56	461	255	129	288	448
Total	892	361	304	149	703	177	825	66	554	305	153	349	536
Most days	137	61	40	27	101	35	131	6	97	34	25	48	89
	15%	17%	13%	18%	14%	20%	16%	9%	17%	11%	17%	14%	17%
									b				
Weekly	140	57	46	24	102	36	135	5	98	36	34	51	89
	16%	16%	15%	16%	14%	21%	16%	8%	18%	12%	22%	15%	17%
									b		b		
Less often	243	99	84	40	183	55	229	14	163	72	45	77	163
	27%	27%	28%	27%	26%	31%	28%	21%	29%	24%	30%	22%	30%
												a	
Never	354	135	131	56	306	45	315	39	188	159	47	163	188
	40%	37%	43%	37%	44%	26%	38%	59%	34%	52%	30%	47%	35%
					b			a		ac		b	
Don't know	18	10	3	3	11	5	15	2	9	3	3	9	8
	2%	3%	1%	2%	2%	3%	2%	4%	2%	1%	2%	3%	1%

Q27A-K. AUDIO STREAMING SERVICES USED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Spotify	1381 69%	389 65%	538 67%	454 76% ab	661 67%	720 71%	1128 68%	136 75% a	75 75% a	44 73%	346 71% d	398 69%	288 71%	341 65%
YouTube Music	1126 56%	335 56%	436 55%	355 59%	528 54%	599 59% a	927 56%	100 56%	61 61%	38 64% a	269 55%	301 52%	253 63% ab	297 57%
Amazon Music	796 40%	244 41%	328 41%	223 37%	387 39%	409 40%	652 39%	77 43%	41 41%	25 42%	234 48% bcd	206 36%	164 40%	188 36%
Apple Music or Apple Podcasts	705 35%	185 31%	281 35%	239 40% a	320 33%	385 38% a	588 35%	54 30%	38 38% b	25 42% b	199 41% d	212 37% d	141 35%	149 28%
Google Play Music or Google Podcasts	655 33%	206 34%	262 33%	187 31%	330 34%	325 32%	540 33%	62 34%	36 36%	18 30%	174 36% b	164 28%	131 32%	183 35% b
SoundCloud	520 26%	121 20%	193 24%	206 34% ab	246 25%	274 27%	417 25%	56 31% a	25 25%	22 36% ac	156 32% bd	139 24%	105 26%	116 22%
Deezer	319 16%	84 14%	125 16%	110 18%	156 16%	163 16%	268 16%	27 15%	15 15%	8 14%	89 18% b	73 13%	72 18% b	82 16%
BBC Sounds	249 12%	58 10%	102 13%	89 15% a	123 12%	127 12%	212 13%	22 12%	10 10%	6 10%	93 19% bcd	79 14% d	51 13% d	25 5%
GlobalPlayer	104 5%	23 4%	58 7% ac	23 4%	52 5%	51 5%	90 5% c	10 6% c	2 2%	2 3%	46 9% bd	20 4%	24 6% d	12 2%
RadioPlayer	98 5%	25 4%	42 5%	32 5%	51 5%	47 5%	86 5% c	8 4%	2 2%	2 4%	39 8% bcd	25 4%	17 4%	17 3%

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

Q27A-K. AUDIO STREAMING SERVICES USED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Tidal	82	21	35	27	45	38	73	5	1	4	42	11	15	13
	4%	3%	4%	4%	5%	4%	4%	3%	1%	6%	9%	2%	4%	2%
							c			bc	bcd			
ANY OF THESE	1852	548	732	572	902	949	1529	172	93	58	457	529	376	481
	93%	91%	91%	95%	92%	93%	92%	95%	93%	97%	94%	92%	93%	92%
				ab						ac				
NONE OF THESE	148	52	68	28	80	68	131	8	7	2	28	47	28	45
	7%	9%	9%	5%	8%	7%	8%	5%	7%	3%	6%	8%	7%	8%
		c	c				d		d					
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number of audio streaming services (out of 11)	3.0	2.8	3.0	3.2	3.0	3.1	3.0	3.1	3.1	3.2	3.5	2.8	3.1	2.7
				ab							bcd		bd	
Standard deviation	2.15	2.02	2.21	2.18	2.14	2.17	2.20	1.94	1.92	1.91	2.44	1.92	2.25	1.94
Standard error	.05	.08	.08	.09	.07	.07	.06	.12	.12	.12	.10	.08	.11	.09
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Q27A-K. AUDIO STREAMING SERVICES USED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Spotify	1381	527	495	241	1120	247	1279	102	820	519	272	618	755
	69%	66%	69%	71%	68%	73%	71%	50%	72%	65%	69%	61%	79%
							b		b				a
YouTube Music	1126	443	408	178	921	196	1044	82	680	409	230	465	654
	56%	56%	57%	53%	56%	58%	58%	40%	60%	52%	58%	46%	69%
							b		b		b		a
Amazon Music	796	310	284	155	688	105	755	41	497	274	152	284	507
	40%	39%	40%	46%	42%	31%	42%	20%	44%	35%	39%	28%	53%
				a	b		b		b				a
Apple Music or Apple Podcasts	705	276	247	139	567	132	666	39	459	223	153	240	462
	35%	35%	35%	41%	35%	39%	37%	19%	40%	28%	39%	24%	48%
							b		b		b		a
Google Play Music or Google Podcasts	655	280	222	118	520	132	618	37	420	215	151	242	409
	33%	35%	31%	35%	32%	39%	34%	18%	37%	27%	38%	24%	43%
						a	b		b		b		a
SoundCloud	520	216	170	91	386	127	495	25	357	143	104	177	341
	26%	27%	24%	27%	23%	37%	28%	12%	31%	18%	26%	17%	36%
						a	b		b		b		a
Deezer	319	137	111	51	265	53	308	11	215	90	77	102	216
	16%	17%	16%	15%	16%	16%	17%	6%	19%	11%	19%	10%	23%
							b		b		b		a
BBC Sounds	249	62	115	65	216	31	249	-	201	44	47	54	194
	12%	8%	16%	19%	13%	9%	14%	-%	18%	6%	12%	5%	20%
			a	a			b		bc		b		a
GlobalPlayer	104	37	33	32	86	18	101	2	84	18	21	24	79
	5%	5%	5%	10%	5%	5%	6%	1%	7%	2%	5%	2%	8%
				ab			b		b		b		a

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

Q27A-K. AUDIO STREAMING SERVICES USED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
RadioPlayer	98	37	37	22	77	22	97	2	79	18	16	38	59
	5%	5%	5%	7%	5%	6%	5%	1%	7%	2%	4%	4%	6%
							b		b				a
Tidal	82	24	32	23	63	18	77	5	63	11	14	19	63
	4%	3%	5%	7%	4%	5%	4%	3%	6%	1%	4%	2%	7%
				a					b		b		a
ANY OF THESE	1852	726	665	316	1511	323	1687	165	1076	715	374	911	926
	93%	91%	93%	94%	92%	95%	94%	80%	95%	90%	95%	90%	97%
							b		b		b		a
NONE OF THESE	148	70	48	21	131	16	108	41	61	78	20	104	28
	7%	9%	7%	6%	8%	5%	6%	20%	5%	10%	5%	10%	3%
								a		ac		b	
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mean number of audio streaming services (out of 11)	3.0	3.0	3.0	3.3	3.0	3.2	3.2	1.7	3.4	2.5	3.1	2.2	3.9
				ab			b		bc		b		a
Standard deviation	2.15	2.08	2.18	2.39	2.15	2.19	2.18	1.37	2.30	1.75	2.02	1.63	2.28
Standard error	.05	.08	.08	.12	.05	.13	.05	.10	.07	.06	.10	.05	.07

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

Q27A-K. AUDIO STREAMING SERVICES USED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Spotify	1129	308	460	362	543	586	922	116	57	34	306	317	231	268
	56%	51%	57%	60%	55%	58%	56%	64%	57%	57%	63%	55%	57%	51%
			a	a				a			bd			
YouTube Music	913	277	361	275	440	473	752	77	52	32	220	227	205	255
	46%	46%	45%	46%	45%	47%	45%	43%	52%	54%	45%	39%	51%	49%
										ab			b	b
Amazon Music	534	168	227	139	252	281	441	50	26	17	174	135	102	121
	27%	28%	28%	23%	26%	28%	27%	28%	26%	29%	36%	23%	25%	23%
											bcd			
Apple Music or Apple Podcasts	458	116	174	168	200	257	380	37	24	16	146	140	84	86
	23%	19%	22%	28%	20%	25%	23%	20%	24%	27%	30%	24%	21%	16%
				ab		a					bcd	d		
Google Play Music or Google Podcasts	352	113	152	88	174	178	295	32	14	11	111	75	71	94
	18%	19%	19%	15%	18%	17%	18%	18%	14%	18%	23%	13%	18%	18%
											b			b
SoundCloud	277	62	108	108	124	153	223	29	12	13	95	72	50	59
	14%	10%	13%	18%	13%	15%	13%	16%	12%	22%	20%	13%	12%	11%
				ab						ac	bcd			
Deezer	172	47	74	51	84	88	146	15	6	5	56	32	37	45
	9%	8%	9%	9%	9%	9%	9%	8%	6%	9%	12%	6%	9%	9%
											b			
BBC Sounds	121	27	55	39	60	61	101	11	4	4	55	33	20	11
	6%	5%	7%	6%	6%	6%	6%	6%	4%	7%	11%	6%	5%	2%
											bcd	d	d	
RadioPlayer	63	18	26	18	32	31	56	5	1	1	28	12	12	9
	3%	3%	3%	3%	3%	3%	3%	3%	1%	2%	6%	2%	3%	2%
							c				bd			
GlobalPlayer	62	15	36	11	26	36	54	5	2	1	30	11	15	5
	3%	3%	4%	2%	3%	4%	3%	3%	2%	2%	6%	2%	4%	1%
			c								bd		d	

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

Q27A-K. AUDIO STREAMING SERVICES USED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Tidal	37	9	17	10	21	16	32	2	1	2	25	5	5	2
	2%	2%	2%	2%	2%	2%	2%	1%	1%	4%	5%	1%	1%	2%
										bc	bcd			1%
ANY OF THESE	1717	499	685	532	823	894	1415	159	87	56	435	474	345	452
	86%	83%	86%	89%	84%	88%	85%	88%	87%	93%	90%	82%	85%	86%
				a		a				ac	b			
NONE OF THESE	283	101	115	68	160	124	245	21	13	4	50	102	59	73
	14%	17%	14%	11%	16%	12%	15%	12%	13%	7%	10%	18%	15%	14%
		c			b		d		d			a		
Answered	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mean number of audio streaming services (out of 11)	2.1	1.9	2.1	2.1	2.0	2.1	2.0	2.1	2.0	2.3	2.6	1.8	2.1	1.8
										ac	bcd		bd	
Standard deviation	1.74	1.68	1.83	1.69	1.73	1.76	1.78	1.57	1.46	1.69	2.13	1.52	1.81	1.37
Standard error	.04	.07	.06	.07	.05	.05	.05	.09	.09	.11	.09	.06	.09	.07
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Q27A-K. AUDIO STREAMING SERVICES USED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Spotify	1129	426	399	209	904	212	1050	79	694	408	235	488	636
	56%	54%	56%	62%	55%	62%	59%	39%	61%	51%	60%	48%	67%
				a		a	b		b		b		a
YouTube Music	913	382	328	135	741	165	851	62	559	325	193	367	540
	46%	48%	46%	40%	45%	49%	47%	30%	49%	41%	49%	36%	57%
							b		b		b		a
Amazon Music	534	205	193	107	464	69	507	27	338	182	96	186	346
	27%	26%	27%	32%	28%	20%	28%	13%	30%	23%	24%	18%	36%
					b		b		b				a
Apple Music or Apple Podcasts	458	184	159	98	369	84	432	26	306	132	95	143	312
	23%	23%	22%	29%	22%	25%	24%	13%	27%	17%	24%	14%	33%
				ab			b		b		b		a
Google Play Music or Google Podcasts	352	140	128	67	277	74	339	13	235	107	96	134	218
	18%	18%	18%	20%	17%	22%	19%	6%	21%	14%	24%	13%	23%
							b		b		b		a
SoundCloud	277	118	86	51	202	71	266	11	195	71	59	99	178
	14%	15%	12%	15%	12%	21%	15%	5%	17%	9%	15%	10%	19%
						a	b		b		b		a
Deezer	172	70	53	36	138	33	168	4	123	41	44	57	116
	9%	9%	7%	11%	8%	10%	9%	2%	11%	5%	11%	6%	12%
							b		b		b		a
BBC Sounds	121	26	52	39	105	14	121	-	93	25	24	34	87
	6%	3%	7%	12%	6%	4%	7%	-%	8%	3%	6%	3%	9%
			a	ab			b		b		b		a
RadioPlayer	63	23	23	15	49	13	61	2	50	11	10	27	34
	3%	3%	3%	5%	3%	4%	3%	1%	4%	1%	2%	3%	4%
									b				

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

Q27A-K. AUDIO STREAMING SERVICES USED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
GlobalPlayer	62	20	21	21	52	10	61	1	50	11	11	16	45
	3%	2%	3%	6%	3%	3%	3%	*/	4%	1%	3%	2%	5%
				ab			b		b				a
Tidal	37	9	15	12	29	7	37	-	31	4	10	8	28
	2%	1%	2%	4%	2%	2%	2%	-%	3%	1%	2%	1%	3%
				a					b		b		a
ANY OF THESE	1717	676	617	291	1397	304	1571	146	1013	653	349	823	883
	86%	85%	87%	86%	85%	89%	87%	71%	89%	82%	89%	81%	93%
							b		b		b		a
NONE OF THESE	283	120	96	46	245	36	224	59	124	140	45	192	71
	14%	15%	13%	14%	15%	11%	13%	29%	11%	18%	11%	19%	7%
								a		ac		b	
Answered	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mean number of audio streaming services (out of 11)	2.1	2.0	2.0	2.3	2.0	2.2	2.2	1.1	2.4	1.7	2.2	1.5	2.7
				ab			b		b		b		a
Standard deviation	1.74	1.67	1.71	2.10	1.72	1.86	1.78	.98	1.91	1.34	1.74	1.29	1.96
Standard error	.04	.06	.06	.11	.04	.11	.04	.07	.06	.05	.09	.04	.06

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

BBC SERVICES AWARE OF

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
BBC APPS/ SITES	1765	536	693	536	870	895	1464	160	85	55	449	523	365	419
	88%	89%	87%	89%	89%	88%	88%	89%	85%	92% c	93% d	91% d	90% d	80%
BBC TV CHANNELS	1763	509	718	536	865	898	1466	153	91	52	433	520	353	447
	88%	85%	90% a	89% a	88%	88%	88%	85%	91% b	86%	89%	90% d	87%	85%
BBC IPLAYER	1490	416	604	469	716	774	1238	128	80	44	376	460	297	350
	74%	69%	76% a	78% a	73%	76%	75%	71%	80% b	74%	78% d	80% cd	74%	67%
BBC RADIO	1232	323	500	408	602	630	1025	103	63	41	342	381	251	253
	62%	54%	63% a	68% a	61%	62%	62%	57%	63%	68% b	71% cd	66% d	62% d	48%
BBC TV SHOWS ON YOUTUBE	715	174	297	245	368	348	606	54	36	20	205	202	157	146
	36%	29%	37% a	41% a	37%	34%	36%	30%	36%	33%	42% bd	35% d	39% d	28%
BBC SOUNDS	483	106	200	177	237	246	408	38	24	12	157	168	85	72
	24%	18%	25% a	30% a	24%	24%	25%	21%	24%	21%	32% cd	29% cd	21% d	14%
SUMMARY														
ANY BBC TV	1847	541	745	561	909	938	1530	167	95	55	457	543	370	468
	92%	90%	93%	93%	92%	92%	92%	93%	95%	92%	94% d	94% d	92%	89%
ANY BBC AUDIO	1288	338	528	421	628	660	1073	108	65	42	360	396	258	269
	64%	56%	66% a	70% a	64%	65%	65%	60%	65%	69% b	74% cd	69% d	64% d	51%
ANY OF THESE	1945	583	778	583	954	990	1613	174	99	59	478	564	393	500
	97%	97%	97%	97%	97%	97%	97%	97%	99%	98%	99% d	98% d	97%	95%
NONE OF THESE	55	17	22	17	28	27	47	6	1	1	7	12	11	25
	3%	3%	3%	3%	3%	3%	3%	3%	1%	2%	1%	2%	3%	5% ab

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

BBC SERVICES AWARE OF

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
BBC APPS/ SITES	1765	692	629	314	1441	309	1668	97	1092	631	368	840	905
	88%	87%	88%	93% ab	88%	91%	93% b	47%	96% b	80%	93% b	83%	95% a
BBC TV CHANNELS	1763	682	644	302	1459	288	1638	124	1001	709	331	824	916
	88%	86%	90% a	90%	89%	85%	91% b	61%	88%	89% c	84%	81%	96% a
BBC IPLAYER	1490	583	532	263	1212	264	1419	71	893	555	284	563	915
	74%	73%	75%	78%	74%	78%	79% b	35%	79% bc	70%	72%	55%	96% a
BBC RADIO	1232	428	469	241	1014	207	1180	51	756	442	227	519	703
	62%	54%	66% a	71% a	62%	61%	66% b	25%	66% bc	56%	58%	51%	74% a
BBC TV SHOWS ON YOUTUBE	715	267	256	139	565	141	697	18	456	239	139	177	531
	36%	34%	36%	41% a	34%	41% a	39% b	9%	40% b	30%	35%	17%	56% a
BBC SOUNDS	483	147	198	114	408	71	468	15	326	150	77	151	326
	24%	18%	28% a	34% a	25%	21%	26% b	8%	29% bc	19%	19%	15%	34% a
SUMMARY													
ANY BBC TV	1847	716	673	319	1515	317	1718	130	1065	726	358	876	948
	92%	90%	94% a	94% a	92%	93%	96% b	63%	94%	92%	91%	86%	99% a
ANY BBC AUDIO	1288	453	491	249	1057	219	1235	53	802	452	244	547	730
	64%	57%	69% a	74% a	64%	65%	69% b	26%	70% bc	57%	62%	54%	77% a
ANY OF THESE	1945	766	699	334	1595	333	1795	150	1124	763	388	970	952
	97%	96%	98%	99% a	97%	98%	100% b	73%	99% b	96%	98%	96%	100% a

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

BBC SERVICES AWARE OF

Base : All respondents aged 11-16 in secondary education

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
NONE OF THESE	55	29	14	4	47	7	-	55	13	30	6	45	2
	3%	4%	2%	1%	3%	2%	-%	27%	1%	4%	2%	4%	-%
		c						a		a		b	

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

BBC SERVICES USED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
BBC IPLAYER OR BBC TV CHANNELS	1594	474	632	488	776	819	1331	138	79	46	433	477	327	350
	80%	79%	79%	81%	79%	80%	80%	77%	79%	77%	89% bcd	83% d	81% d	67%
BBC APPS/ SITES	1497	460	575	463	733	764	1251	134	64	48	416	437	317	320
	75%	77%	72%	77% b	75%	75%	75% c	75% c	64%	79% c	86% bcd	76% d	79% d	61%
BBC RADIO	891	242	352	296	429	462	741	74	45	31	275	264	197	152
	45%	40%	44%	49% a	44%	45%	45%	41%	45%	52% ab	57% bcd	46% d	49% d	29%
BBC SOUNDS	249	58	102	89	123	127	212	22	10	6	93	79	51	25
	12%	10%	13%	15% a	12%	12%	13%	12%	10%	10%	19% bcd	14% d	13% d	5%
ANY BBC TV	1594	474	632	488	776	819	1331	138	79	46	433	477	327	350
	80%	79%	79%	81%	79%	80%	80%	77%	79%	77%	89% bcd	83% d	81% d	67%
ANY BBC AUDIO	936	253	372	312	450	486	779	78	48	32	292	279	205	158
	47%	42%	47%	52% a	46%	48%	47%	43%	48%	53% b	60% bcd	48% d	51% d	30%
ANY OF THESE	1795	544	708	543	882	913	1492	161	88	54	466	526	375	419
	90%	91%	89%	91%	90%	90%	90%	89%	88%	90%	96% bcd	91% d	93% d	80%
NONE OF THESE	205	56	92	57	101	105	168	19	12	6	18	50	29	106
	10%	9%	11%	9%	10%	10%	10%	11%	12%	10%	4%	9% a	7% a	20% abc

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

BBC SERVICES USED IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
BBC IPLAYER OR BBC TV CHANNELS	1594	591	593	294	1286	292	1594	-	977	571	323	659	926
	80%	74%	83%	87%	78%	86%	89%	-%	86%	72%	82%	65%	97%
			a	a		a	b		b		b		a
BBC APPS/ SITES	1497	567	533	284	1206	278	1497	-	1040	424	344	655	830
	75%	71%	75%	84%	73%	82%	83%	-%	92%	53%	87%	65%	87%
				ab		a	b		bc		b		a
BBC RADIO	891	292	337	196	729	154	891	-	601	263	188	319	566
	45%	37%	47%	58%	44%	45%	50%	-%	53%	33%	48%	31%	59%
			a	ab			b		b		b		a
BBC SOUNDS	249	62	115	65	216	31	249	-	201	44	47	54	194
	12%	8%	16%	19%	13%	9%	14%	-%	18%	6%	12%	5%	20%
			a	a			b		bc		b		a
ANY BBC TV	1594	591	593	294	1286	292	1594	-	977	571	323	659	926
	80%	74%	83%	87%	78%	86%	89%	-%	86%	72%	82%	65%	97%
			a	a		a	b		b		b		a
ANY BBC AUDIO	936	306	360	204	766	162	936	-	635	275	198	335	595
	47%	38%	51%	60%	47%	48%	52%	-%	56%	35%	50%	33%	62%
			a	ab			b		b		b		a
ANY OF THESE	1795	689	646	326	1459	319	1795	-	1105	639	376	836	944
	90%	87%	91%	97%	89%	94%	100%	-%	97%	81%	95%	82%	99%
			a	ab		a	b		b		b		a
NONE OF THESE	205	107	67	11	183	21	-	205	32	154	18	178	10
	10%	13%	9%	3%	11%	6%	-%	100%	3%	19%	5%	18%	1%
		bc	c		b			a		ac		b	

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

BBC SERVICES USED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
BBC IPLAYER OR BBC TV CHANNELS	1203	352	475	376	568	635	1018	93	60	32	349	376	231	238
	60%	59%	59%	63%	58%	62%	61% bd	52%	60%	53%	72% bcd	65% cd	57% d	45%
BBC APPS/ SITES	1071	317	411	344	539	532	897	94	44	36	325	322	213	206
	54%	53%	51%	57% b	55%	52%	54% c	52%	44%	60% c	67% bcd	56% d	53% d	39%
BBC RADIO	567	148	226	193	275	293	476	44	27	20	193	158	118	95
	28%	25%	28%	32% a	28%	29%	29%	24%	27%	33% b	40% bcd	27% d	29% d	18%
BBC SOUNDS	121	27	55	39	60	61	101	11	4	4	55	33	20	11
	6%	5%	7%	6%	6%	6%	6%	6%	4%	7%	11% bcd	6% d	5% d	2%
ANY BBC TV	1203	352	475	376	568	635	1018	93	60	32	349	376	231	238
	60%	59%	59%	63%	58%	62%	61% bd	52%	60%	53%	72% bcd	65% cd	57% d	45%
ANY BBC AUDIO	593	155	239	199	289	304	498	45	28	22	206	165	122	97
	30%	26%	30%	33% a	29%	30%	30%	25%	28%	37% abc	42% bcd	29% d	30% d	18%
ANY OF THESE	1490	444	583	463	728	761	1246	127	70	46	416	447	305	313
	74%	74%	73%	77%	74%	75%	75%	71%	70%	76%	86% bcd	78% d	75% d	60%
NONE OF THESE	510	156	217	137	255	256	414	53	30	14	68	129	99	212
	26%	26%	27%	23%	26%	25%	25%	29%	30%	24%	14%	22% a	25% a	40% abc

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

BBC SERVICES USED WEEKLY IN THE PAST MONTH

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
BBC IPLAYER OR BBC TV CHANNELS	1203 60%	412 52%	461 65% a	239 71% a	965 59%	228 67% a	1203 67% b	- -%	793 70% b	378 48%	260 66% b	432 43%	763 80% a
BBC APPS/ SITES	1071 54%	396 50%	387 54% a	217 64% ab	834 51%	224 66% a	1071 60% b	- -%	798 70% b	253 32%	259 66% b	437 43%	629 66% a
BBC RADIO	567 28%	180 23%	215 30% a	132 39% ab	476 29%	84 25%	567 32% b	- -%	392 34% b	159 20%	127 32% b	192 19%	373 39% a
BBC SOUNDS	121 6%	26 3%	52 7% a	39 12% ab	105 6%	14 4%	121 7% b	- -%	93 8% b	25 3%	24 6% b	34 3%	87 9% a
ANY BBC TV	1203 60%	412 52%	461 65% a	239 71% a	965 59%	228 67% a	1203 67% b	- -%	793 70% b	378 48%	260 66% b	432 43%	763 80% a
ANY BBC AUDIO	593 30%	184 23%	228 32% a	140 42% ab	498 30%	88 26%	593 33% b	- -%	411 36% b	164 21%	135 34% b	203 20%	388 41% a
ANY OF THESE	1490 74%	542 68%	555 78% a	282 83% ab	1198 73%	277 81% a	1490 83% b	- -%	975 86% b	477 60%	330 84% b	636 63%	845 89% a
NONE OF THESE	510 26%	254 32%	158 22% bc	56 17% c	444 27%	63 19% b	305 17%	205 100% a	162 14%	316 40%	64 16% ac	379 37% b	108 11%

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

Q28. Which one of these would you go to first when you were thinking about what to watch?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Netflix	955 48%	269 45%	359 45%	326 54% ab	446 45%	508 50%	790 48%	83 46%	52 52%	30 50%	231 48%	273 47%	189 47%	255 49%
YouTube	459 23%	166 28% c	182 23%	111 18%	260 26% b	199 20%	384 23%	36 20%	23 23%	16 26%	92 19%	130 23%	109 27% a	127 24%
Sky - Any channels or Sky Go	189 9%	67 11%	76 10%	46 8%	101 10%	88 9%	155 9%	22 12% d	8 8%	4 7%	60 12% cd	66 11% c	24 6%	40 8%
Disney+	109 5%	35 6%	45 6%	29 5%	47 5%	62 6%	89 5%	11 6%	6 6%	3 5%	30 6%	31 5%	17 4%	32 6%
BBC - Any channels or BBC iPlayer	80 4%	19 3%	41 5%	20 3%	35 4%	45 4%	66 4%	8 5%	3 3%	2 4%	21 4%	25 4%	17 4%	18 3%
Amazon Prime Video	67 3%	12 2%	29 4%	26 4% a	30 3%	37 4%	58 4%	4 2%	3 3%	2 3%	16 3%	18 3%	20 5%	13 2%
ITV/ STV/ UTV - Any channels or ITV Hub	59 3%	16 3%	30 4%	13 2%	27 3%	32 3%	52 3%	5 3%	2 2%	1 1%	10 2%	16 3%	18 4% a	16 3%
Channel 4 - Any channels or All4	26 1%	5 1%	15 2%	6 1%	8 1%	17 2%	19 1%	5 3%	1 1%	2 3%	6 1%	9 2%	4 1%	5 1%
Channel 5 - Any channels or My5	14 1%	2 *%	6 1%	5 1%	5 *%	9 1%	11 1%	2 1%	1 1%	1 1%	7 1%	3 1%	1 *%	3 1%
None of these	10 1%	3 *%	4 *%	4 1%	7 1%	3 *%	10 1%	* *%	- -%	- -%	4 1%	- -%	- -%	5 1% b

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

Q28. Which one of these would you go to first when you were thinking about what to watch?

Base : All respondents aged 11-16 in secondary education

		AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
	Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
		a	b	c	a	b	a	b	c	d	a	b	c	d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Don't know	17	4	7	6	9	8	13	2	2	*	7	3	3	4
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	*%	1%	1%
DON'T WATCH ANY OF THESE	16	2	6	7	7	9	14	1	1	*	3	3	2	8
	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	*%	2%
SUMMARY														
ANY BROADCAST TV SERVICE	368	109	169	90	176	192	302	42	14	9	103	119	64	82
	18%	18%	21%	15%	18%	19%	18%	23%	14%	16%	21%	21%	16%	16%
			c					cd			d			
ANY VIDEO ON DEMAND SERVICE	1130	316	433	382	523	607	937	99	60	35	277	321	226	300
	57%	53%	54%	64%	53%	60%	56%	55%	60%	58%	57%	56%	56%	57%
				ab		a								
YOUTUBE	459	166	182	111	260	199	384	36	23	16	92	130	109	127
	23%	28%	23%	18%	26%	20%	23%	20%	23%	26%	19%	23%	27%	24%
		c			b								a	

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

Q28. Which one of these would you go to first when you were thinking about what to watch?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Netflix	955 48%	385 48%	328 46%	160 47%	771 47%	174 51%	858 48%	97 47%	542 48%	383 48%	185 47%	443 44%	511 54% a
YouTube	459 23%	186 23%	160 22%	71 21%	378 23%	77 23%	410 23%	49 24%	246 22%	192 24%	91 23%	263 26% b	196 21%
Sky - Any channels or Sky Go	189 9%	62 8%	83 12% a	38 11%	159 10%	28 8%	176 10%	13 6%	109 10%	73 9%	41 10%	104 10%	84 9%
Disney+	109 5%	45 6%	37 5%	21 6%	92 6%	15 4%	97 5%	12 6%	67 6%	37 5%	21 5%	58 6%	50 5%
BBC - Any channels or BBC iPlayer	80 4%	23 3%	37 5% a	16 5%	63 4%	17 5%	80 4% b	- -%	52 5%	26 3%	16 4%	42 4%	35 4%
Amazon Prime Video	67 3%	25 3%	27 4%	14 4%	56 3%	11 3%	60 3%	7 3%	34 3%	33 4%	14 4%	34 3%	33 3%
ITV/ STV/ UTV - Any channels or ITV Hub	59 3%	28 3%	21 3%	7 2%	52 3%	7 2%	58 3%	1 1%	37 3%	22 3%	12 3%	34 3%	21 2%
Channel 4 - Any channels or All4	26 1%	12 1%	9 1%	5 1%	23 1%	3 1%	22 1%	4 2%	16 1%	8 1%	5 1%	12 1%	12 1%
Channel 5 - Any channels or My5	14 1%	9 1%	3 *%	2 1%	11 1%	2 1%	12 1%	2 1%	14 1% b	1 *%	5 1% b	7 1%	7 1%
None of these	10 1%	6 1%	2 *%	2 1%	8 *%	2 1%	6 *%	4 2% a	7 1%	3 *%	- -%	8 1% b	- -%

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

Q28. Which one of these would you go to first when you were thinking about what to watch?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Don't know	17	7	6	3	15	1	15	2	9	6	4	10	4
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%
DON'T WATCH ANY OF THESE	16	6	2	-	14	2	2	14	5	8	1	-	-
	1%	1%	*%	-%	1%	*%	*%	7% a	*%	1%	*%	-%	-%
SUMMARY													
ANY BROADCAST TV SERVICE	368	134	153	67	307	57	348	20	228	130	79	198	160
	18%	17%	21% a	20%	19%	17%	19% b	10%	20%	16%	20%	19%	17%
ANY VIDEO ON DEMAND SERVICE	1130	456	391	194	919	200	1015	115	642	453	220	536	595
	57%	57%	55%	58%	56%	59%	57%	56%	56%	57%	56%	53%	62% a
YOUTUBE	459	186	160	71	378	77	410	49	246	192	91	263	196
	23%	23%	22%	21%	23%	23%	23%	24%	22%	24%	23%	26% b	21%

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
GENRE SUMMARY														
DRAMA	516 26%	123 21%	210 26% a	183 31% a	202 21%	314 31% a	415 25%	51 29%	29 29%	20 34% a	123 25%	150 26%	114 28%	128 24%
SITCOM/ COMEDY	464 23%	143 24%	185 23%	136 23%	223 23%	241 24%	372 22%	50 28%	26 26%	16 26%	98 20%	152 26% a	99 24%	110 21%
THRILLER	216 11%	44 7%	82 10%	90 15% ab	107 11%	109 11%	178 11%	19 10%	12 12%	8 13%	55 11%	65 11%	48 12%	48 9%
SCI-FI	202 10%	45 7%	99 12% a	58 10%	124 13% b	77 8%	163 10%	24 14% d	10 10%	5 8%	44 9%	72 13%	33 8%	50 10%
REALITY	197 10%	58 10%	80 10%	59 10%	70 7%	127 12% a	159 10%	20 11%	14 14% ad	4 6%	45 9%	72 13% d	46 11% d	34 6%
FANTASY	194 10%	56 9%	82 10%	56 9%	97 10%	97 9%	157 9%	18 10%	12 12%	7 11%	37 8%	56 10%	35 9%	65 12% a
MYSTERY	187 9%	35 6%	76 10% a	75 12% a	73 7%	113 11% a	150 9%	18 10%	11 11%	8 14% a	42 9%	53 9%	43 11%	49 9%
ROMANCE	179 9%	45 7%	72 9%	62 10%	51 5%	127 13% a	143 9%	20 11%	10 10%	6 9%	38 8%	51 9%	39 10%	48 9%
ACTION	168 8%	44 7%	84 11% c	40 7%	90 9%	78 8%	133 8%	18 10%	12 12% a	5 9%	45 9%	45 8%	26 6%	50 10%
HORROR	147 7%	34 6%	52 6%	62 10% ab	68 7%	80 8%	115 7%	14 8%	12 12% a	6 10%	29 6%	28 5%	30 7%	59 11% ab

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
CRIME	135 7%	27 5%	50 6%	58 10% ab	69 7%	67 7%	109 7%	12 6%	8 8%	7 11% a	37 8%	41 7%	31 8%	26 5%
FAMILY	105 5%	51 8% bc	41 5% c	13 2%	45 5%	59 6%	84 5%	12 7%	6 6%	2 4%	24 5%	25 4%	23 6%	31 6%
VLOGS	90 5%	40 7% b	26 3%	24 4%	51 5%	39 4%	75 5%	7 4%	5 5%	3 5%	19 4%	23 4%	21 5%	27 5%
GAMING	72 4%	39 6% bc	22 3%	12 2%	57 6% b	15 2%	59 4%	4 2%	6 6%	3 4%	17 3%	21 4%	19 5%	16 3%
SPORT	60 3%	26 4% c	25 3%	9 2%	48 5% b	12 1%	52 3%	5 3%	2 2%	1 2%	13 3%	20 3%	17 4%	10 2%
ANIMATION	60 3%	27 4% c	23 3%	10 2%	38 4% b	22 2%	49 3%	7 4%	3 3%	1 2%	16 3%	13 2%	8 2%	22 4%
ENTERTAINMENT	47 2%	19 3%	16 2%	12 2%	31 3% b	16 2%	38 2%	4 2%	3 3%	1 2%	10 2%	17 3%	14 3% d	5 1%
DOCUMENTARY	40 2%	10 2%	19 2%	12 2%	23 2%	17 2%	35 2%	2 1%	2 2%	1 2%	7 1%	17 3%	11 3%	5 1%
CHRISTMAS	33 2%	16 3% c	12 2%	5 1%	14 1%	19 2%	25 1%	4 2%	3 3%	1 2%	7 1%	5 1%	5 1%	16 3% b
FICTION	33 2%	9 1%	16 2%	8 1%	18 2%	15 1%	29 2%	1 1%	1 1%	1 2%	10 2%	12 2%	4 1%	7 1%
ANIME	31 2%	10 2%	19 2% c	3 *%	10 1%	22 2%	23 1%	5 3%	3 3%	1 2%	9 2%	9 2%	4 1%	9 2%

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
MUSIC	31 2%	11 2%	11 1%	9 1%	9 1%	22 2%	24 1%	4 2%	2 2%	1 2%	7 1%	9 2%	7 2%	8 1%
GAMESHOW	28 1%	14 2%	9 1%	6 1%	12 1%	16 2%	22 1%	3 2%	3 3% ad	* *%	3 1%	9 2%	8 2%	8 2%
DISNEY	25 1%	11 2%	8 1%	7 1%	9 1%	17 2%	21 1%	2 1%	2 2%	1 1%	4 1%	2 *%	5 1%	14 3% ab
PLATFORM SUMMARY														
NETFLIX	751 38%	215 36%	280 35%	255 43% ab	336 34%	415 41% a	600 36%	80 44% a	45 45% a	26 44% a	173 36%	218 38%	157 39%	194 37%
AMAZON PRIME VIDEO	191 10%	50 8%	87 11%	54 9%	85 9%	106 10%	158 10%	18 10%	10 10%	5 8%	53 11%	53 9%	38 9%	47 9%
YOUTUBE	185 9%	81 14% bc	59 7%	44 7%	102 10%	83 8%	157 9%	14 8%	9 9%	5 8%	41 8%	55 10%	42 10%	47 9%
DISNEY+	179 9%	52 9%	71 9%	56 9%	102 10% b	77 8%	140 8%	22 12% a	10 10%	7 12%	54 11% c	58 10%	25 6%	42 8%
BBC	178 9%	65 11%	68 9%	45 8%	89 9%	89 9%	144 9%	18 10%	9 9%	7 12%	50 10% d	66 12% d	40 10% d	22 4%
ITV	152 8%	60 10% c	65 8% c	27 5%	56 6%	96 9% a	120 7% d	19 10% d	10 10% d	2 4%	29 6%	51 9%	38 9%	34 6%
CHANNEL4	138 7%	39 6%	61 8%	38 6%	66 7%	72 7%	112 7%	16 9%	7 7%	3 5%	36 7%	43 7%	28 7%	27 5%

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
SKY	27 1%	10 2%	7 1%	10 2%	14 1%	13 1%	23 1%	3 2%	* *%	* *%	10 2% d	12 2% d	5 1% d	- -%
CHANNEL5	13 1%	3 *%	2 *%	8 1% b	8 1%	4 *%	11 1%	1 1%	* *%	1 1%	3 1%	4 1%	2 1%	3 1%
PROGRAMME TYPE														
TV PROGRAMME/ SERIES	1072 54%	296 49%	432 54%	344 57% a	493 50%	579 57% a	861 52%	114 63% a	61 61% a	37 62% a	245 51%	333 58% ad	232 57% d	259 49%
FILM	247 12%	81 13%	100 13%	65 11%	121 12%	126 12%	204 12%	22 12%	13 13%	9 14%	72 15% b	61 11%	43 11%	67 13%
OTHER	37 2%	12 2%	14 2%	10 2%	19 2%	18 2%	31 2%	4 2%	1 1%	2 3%	12 2%	6 1%	9 2%	10 2%
CAN'T REMEMBER	16 1%	5 1%	8 1%	3 1%	6 1%	10 1%	12 1%	3 2%	1 1%	* *%	3 1%	4 1%	3 1%	6 1%
NOTHING IN PARTICULAR	405 20%	105 17%	167 21%	133 22%	201 20%	203 20%	352 21% cd	29 16%	15 15%	8 13%	93 19%	103 18%	69 17%	138 26% abc

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
GENRE SUMMARY													
DRAMA	516 26%	202 25%	183 26%	86 26%	420 26%	92 27%	480 27% b	36 18%	308 27%	192 24%	99 25%	200 20%	313 33% a
SITCOM/ COMEDY	464 23%	176 22%	163 23%	85 25%	385 23%	77 23%	426 24%	38 19%	277 24%	182 23%	95 24%	223 22%	240 25%
THRILLER	216 11%	85 11%	75 11%	37 11%	171 10%	43 13%	201 11%	15 7%	130 11%	81 10%	37 9%	76 8%	140 15% a
SCI-FI	202 10%	71 9%	76 11%	38 11%	177 11%	24 7%	185 10%	17 8%	120 11%	80 10%	35 9%	85 8%	117 12% a
REALITY	197 10%	75 9%	81 11%	33 10%	169 10%	26 8%	191 11% b	6 3%	122 11%	73 9%	40 10%	84 8%	111 12% a
FANTASY	194 10%	84 11%	71 10%	23 7%	163 10%	30 9%	176 10%	18 9%	111 10%	77 10%	37 9%	97 10%	97 10%
MYSTERY	187 9%	80 10%	62 9%	26 8%	157 10%	29 8%	172 10%	15 7%	116 10%	66 8%	33 8%	70 7%	115 12% a
ROMANCE	179 9%	82 10%	56 8%	23 7%	139 8%	37 11%	172 10% b	7 3%	113 10%	60 8%	30 8%	68 7%	111 12% a
ACTION	168 8%	61 8%	55 8%	36 11%	139 8%	29 9%	151 8%	18 9%	90 8%	76 10%	28 7%	78 8%	90 9%
HORROR	147 7%	68 9%	41 6%	21 6%	132 8%	16 5%	129 7%	18 9%	83 7%	60 8%	24 6%	61 6%	84 9% a

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
CRIME	135 7%	48 6%	46 6%	33 10% a	114 7%	21 6%	126 7%	9 4%	82 7%	52 7%	24 6%	53 5%	82 9% a
FAMILY	105 5%	48 6%	30 4%	16 5%	85 5%	19 6%	97 5%	8 4%	66 6%	39 5%	19 5%	52 5%	53 6%
VLOGS	90 5%	52 7% bc	25 4%	10 3%	74 5%	16 5%	83 5%	7 3%	55 5%	33 4%	23 6%	43 4%	47 5%
GAMING	72 4%	33 4%	25 3%	10 3%	63 4%	9 3%	64 4%	8 4%	30 3%	37 5% a	12 3%	45 4%	27 3%
SPORT	60 3%	14 2%	27 4% a	17 5% a	53 3%	7 2%	58 3%	2 1%	35 3%	24 3%	15 4%	31 3%	29 3%
ANIMATION	60 3%	26 3%	17 2%	9 3%	53 3%	7 2%	52 3%	7 3%	33 3%	26 3%	8 2%	32 3%	28 3%
ENTERTAINMENT	47 2%	14 2%	21 3%	8 3%	44 3%	3 1%	47 3% b	- -%	28 2%	19 2%	12 3%	22 2%	24 3%
DOCUMENTARY	40 2%	22 3%	11 2%	8 2%	36 2%	4 1%	38 2%	2 1%	17 1%	23 3% a	4 1%	21 2%	18 2%
CHRISTMAS	33 2%	17 2%	12 2%	3 1%	28 2%	5 2%	29 2%	4 2%	16 1%	17 2%	3 1%	14 1%	20 2%
FICTION	33 2%	8 1%	16 2%	4 1%	31 2%	2 *%	33 2%	- -%	20 2%	13 2%	8 2%	13 1%	20 2%
ANIME	31 2%	11 1%	11 2%	5 1%	22 1%	8 2%	24 1%	7 4% a	17 2%	14 2%	4 1%	16 2%	15 2%

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
MUSIC	31	14	11	4	24	7	29	2	19	10	5	13	17
	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%
GAMESHOW	28	12	13	2	27	1	27	1	15	13	7	6	22
	1%	1%	2%	1%	2%	0%	2%	0%	1%	2%	2%	1%	2%
DISNEY	25	12	6	5	19	6	24	2	12	13	4	14	12
	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%
PLATFORM SUMMARY													
NETFLIX	751	305	246	132	626	117	690	60	452	282	147	327	421
	38%	38%	35%	39%	38%	35%	38%	29%	40%	36%	37%	32%	44%
AMAZON PRIME VIDEO	191	82	60	35	155	31	171	20	108	80	34	73	115
	10%	10%	8%	10%	9%	9%	10%	10%	10%	10%	9%	7%	12%
YOUTUBE	185	87	58	31	156	29	171	14	122	57	49	94	90
	9%	11%	8%	9%	10%	8%	10%	7%	11%	7%	12%	9%	9%
DISNEY+	179	53	62	47	158	21	167	12	108	71	30	83	96
	9%	7%	9%	14%	10%	6%	9%	6%	9%	9%	8%	8%	10%
BBC	178	59	68	42	155	22	174	5	120	56	36	73	104
	9%	7%	10%	12%	9%	6%	10%	2%	11%	7%	9%	7%	11%
ITV	152	62	61	23	132	20	149	3	95	55	39	71	78
	8%	8%	9%	7%	8%	6%	8%	1%	8%	7%	10%	7%	8%
CHANNEL4	138	45	52	32	118	19	138	1	100	36	36	53	84
	7%	6%	7%	9%	7%	6%	8%	0%	9%	5%	9%	5%	9%

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : All respondents aged 11-16 in secondary education

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
SKY	27	6	11	9	24	3	27	-	20	6	7	12	15
	1%	1%	2%	3%	1%	1%	1%	-%	2%	1%	2%	1%	2%
CHANNEL5	13	7	5	1	10	3	12	1	5	8	1	4	7
	1%	1%	1%	*%	1%	1%	1%	*%	*%	1%	*%	*%	1%
PROGRAMME TYPE													
TV PROGRAMME/ SERIES	1072	406	387	191	901	162	992	80	638	417	210	488	574
	54%	51%	54%	57%	55%	48%	55%	39%	56%	53%	53%	48%	60%
FILM	247	87	103	43	203	43	224	23	139	100	42	107	139
	12%	11%	14%	13%	12%	13%	12%	11%	12%	13%	11%	10%	15%
OTHER	37	14	13	7	22	15	31	6	21	13	9	22	14
	2%	2%	2%	2%	1%	4%	2%	3%	2%	2%	2%	2%	2%
CAN'T REMEMBER	16	10	5	2	15	1	15	1	9	4	4	5	11
	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
NOTHING IN PARTICULAR	405	172	141	56	332	66	334	70	192	184	73	250	135
	20%	22%	20%	17%	20%	19%	19%	34%	17%	23%	19%	25%	14%
								a		a		b	

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : Those aged 11-16 who name something they watched in the past week or two and really enjoyed

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1640	501	646	493	806	834	980	229	213	218	502	473	325	333
Effective Weighted Sample	1302	405	518	379	638	664	953	209	197	215	413	370	264	277
Total	1579	491	625	463	775	804	1296	147	84	52	389	469	331	382
GENRE SUMMARY														
DRAMA	516 33%	123 25%	210 34% a	183 40% a	202 26%	314 39% a	415 32%	51 35%	29 35%	20 39% a	123 32%	150 32%	114 34%	128 34%
SITCOM/ COMEDY	464 29%	143 29%	185 30%	136 29%	223 29%	241 30%	372 29%	50 34%	26 31%	16 30%	98 25%	152 32% a	99 30%	110 29%
THRILLER	216 14%	44 9%	82 13% a	90 19% ab	107 14%	109 14%	178 14%	19 13%	12 14%	8 15%	55 14%	65 14%	48 14%	48 13%
SCI-FI	202 13%	45 9%	99 16% a	58 13%	124 16% b	77 10%	163 13%	24 17% d	10 12%	5 9%	44 11%	72 15% c	33 10%	50 13%
REALITY	197 12%	58 12%	80 13%	59 13%	70 9%	127 16% a	159 12% d	20 13% d	14 17% d	4 7%	45 12%	72 15% d	46 14%	34 9%
FANTASY	194 12%	56 11%	82 13%	56 12%	97 13%	97 12%	157 12%	18 13%	12 14%	7 13%	37 10%	56 12%	35 11%	65 17% ac
MYSTERY	187 12%	35 7%	76 12% a	75 16% a	73 9%	113 14% a	150 12%	18 12%	11 13%	8 16%	42 11%	53 11%	43 13%	49 13%
ROMANCE	179 11%	45 9%	72 12%	62 13%	51 7%	127 16% a	143 11%	20 13%	10 12%	6 11%	38 10%	51 11%	39 12%	48 13%
ACTION	168 11%	44 9%	84 13% ac	40 9%	90 12%	78 10%	133 10%	18 12%	12 14%	5 10%	45 12%	45 10%	26 8%	50 13% c
HORROR	147 9%	34 7%	52 8%	62 13% ab	68 9%	80 10%	115 9%	14 10%	12 14% a	6 12%	29 7%	28 6%	30 9%	59 16% abc

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : Those aged 11-16 who name something they watched in the past week or two and really enjoyed

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1640	501	646	493	806	834	980	229	213	218	502	473	325	333
Effective Weighted Sample	1302	405	518	379	638	664	953	209	197	215	413	370	264	277
Total	1579	491	625	463	775	804	1296	147	84	52	389	469	331	382
CRIME	135 9%	27 6%	50 8%	58 13% ab	69 9%	67 8%	109 8%	12 8%	8 10%	7 13% a	37 9%	41 9%	31 9%	26 7%
FAMILY	105 7%	51 10% bc	41 7% c	13 3%	45 6%	59 7%	84 7%	12 8%	6 7%	2 5%	24 6%	25 5%	23 7%	31 8%
VLOGS	90 6%	40 8% b	26 4%	24 5%	51 7%	39 5%	75 6%	7 4%	5 6%	3 6%	19 5%	23 5%	21 6%	27 7%
GAMING	72 5%	39 8% bc	22 3%	12 3%	57 7% b	15 2%	59 5%	4 3%	6 7%	3 5%	17 4%	21 4%	19 6%	16 4%
SPORT	60 4%	26 5% c	25 4%	9 2%	48 6% b	12 1%	52 4%	5 3%	2 3%	1 2%	13 3%	20 4%	17 5%	10 3%
ANIMATION	60 4%	27 5% c	23 4%	10 2%	38 5% b	22 3%	49 4%	7 5%	3 3%	1 2%	16 4%	13 3%	8 3%	22 6%
ENTERTAINMENT	47 3%	19 4%	16 3%	12 3%	31 4% b	16 2%	38 3%	4 3%	3 4%	1 2%	10 3%	17 4%	14 4% d	5 1%
DOCUMENTARY	40 3%	10 2%	19 3%	12 3%	23 3%	17 2%	35 3%	2 2%	2 2%	1 3%	7 2%	17 4%	11 3%	5 1%
CHRISTMAS	33 2%	16 3% c	12 2%	5 1%	14 2%	19 2%	25 2%	4 3%	3 4%	1 3%	7 2%	5 1%	5 2%	16 4% b
FICTION	33 2%	9 2%	16 3%	8 2%	18 2%	15 2%	29 2%	1 1%	1 1%	1 3%	10 3%	12 2%	4 1%	7 2%
ANIME	31 2%	10 2%	19 3% c	3 1%	10 1%	22 3%	23 2%	5 3%	3 3%	1 3%	9 2%	9 2%	4 1%	9 2%

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : Those aged 11-16 who name something they watched in the past week or two and really enjoyed

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1640	501	646	493	806	834	980	229	213	218	502	473	325	333
Effective Weighted Sample	1302	405	518	379	638	664	953	209	197	215	413	370	264	277
Total	1579	491	625	463	775	804	1296	147	84	52	389	469	331	382
MUSIC	31 2%	11 2%	11 2%	9 2%	9 1%	22 3%	24 2%	4 3%	2 2%	1 2%	7 2%	9 2%	7 2%	8 2%
GAMESHOW	28 2%	14 3%	9 1%	6 1%	12 2%	16 2%	22 2%	3 2%	3 4% d	* *%	3 1%	9 2%	8 2%	8 2%
DISNEY	25 2%	11 2%	8 1%	7 2%	9 1%	17 2%	21 2%	2 1%	2 3%	1 1%	4 1%	2 *%	5 2%	14 4% ab
PLATFORM SUMMARY														
NETFLIX	751 48%	215 44%	280 45%	255 55% ab	336 43%	415 52% a	600 46%	80 54% a	45 53%	26 51%	173 45%	218 47%	157 47%	194 51%
AMAZON PRIME VIDEO	191 12%	50 10%	87 14%	54 12%	85 11%	106 13%	158 12%	18 12%	10 12%	5 9%	53 14%	53 11%	38 11%	47 12%
YOUTUBE	185 12%	81 17% bc	59 9%	44 10%	102 13%	83 10%	157 12%	14 9%	9 11%	5 9%	41 11%	55 12%	42 13%	47 12%
DISNEY+	179 11%	52 11%	71 11%	56 12%	102 13% b	77 10%	140 11%	22 15%	10 12%	7 14%	54 14% c	58 12% c	25 8%	42 11%
BBC	178 11%	65 13%	68 11%	45 10%	89 12%	89 11%	144 11%	18 12%	9 11%	7 14%	50 13% d	66 14% d	40 12% d	22 6%
ITV	152 10%	60 12% c	65 10% c	27 6%	56 7%	96 12% a	120 9% d	19 13% d	10 13% d	2 4%	29 7%	51 11%	38 11%	34 9%
CHANNEL4	138 9%	39 8%	61 10%	38 8%	66 8%	72 9%	112 9%	16 11% d	7 9%	3 6%	36 9%	43 9%	28 9%	27 7%

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : Those aged 11-16 who name something they watched in the past week or two and really enjoyed

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1640	501	646	493	806	834	980	229	213	218	502	473	325	333
Effective Weighted Sample	1302	405	518	379	638	664	953	209	197	215	413	370	264	277
Total	1579	491	625	463	775	804	1296	147	84	52	389	469	331	382
SKY	27	10	7	10	14	13	23	3	*	*	10	12	5	-
	2%	2%	1%	2%	2%	2%	2%	2%	*%	*%	2% d	3% d	1% d	-%
CHANNEL5	13	3	2	8	8	4	11	1	*	1	3	4	2	3
	1%	1%	*%	2% b	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
PROGRAMME TYPE														
TV PROGRAMME/ SERIES	1072	296	432	344	493	579	861	114	61	37	245	333	232	259
	68%	60%	69% a	74% a	64%	72% a	66%	77% a	72%	72%	63%	71% a	70%	68%
FILM	247	81	100	65	121	126	204	22	13	9	72	61	43	67
	16%	16%	16%	14%	16%	16%	16%	15%	15%	16%	19% b	13%	13%	18%
OTHER	37	12	14	10	19	18	31	4	1	2	12	6	9	10
	2%	3%	2%	2%	2%	2%	2%	2%	1%	3%	3%	1%	3%	3%

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : Those aged 11-16 who name something they watched in the past week or two and really enjoyed

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1640	592	614	316	1395	236	1507	133	976	622	328	786	843
Effective Weighted Sample	1302	475	478	261	1080	214	1195	107	779	492	262	622	670
Total	1579	613	568	280	1295	273	1445	134	936	605	317	759	808
GENRE SUMMARY													
DRAMA	516 33%	202 33%	183 32%	86 31%	420 32%	92 34%	480 33%	36 27%	308 33%	192 32%	99 31%	200 26%	313 39% a
SITCOM/ COMEDY	464 29%	176 29%	163 29%	85 30%	385 30%	77 28%	426 29%	38 28%	277 30%	182 30%	95 30%	223 29%	240 30%
THRILLER	216 14%	85 14%	75 13%	37 13%	171 13%	43 16%	201 14%	15 11%	130 14%	81 13%	37 12%	76 10%	140 17% a
SCI-FI	202 13%	71 12%	76 13%	38 13%	177 14%	24 9%	185 13%	17 13%	120 13%	80 13%	35 11%	85 11%	117 14%
REALITY	197 12%	75 12%	81 14%	33 12%	169 13%	26 10%	191 13% b	6 4%	122 13%	73 12%	40 13%	84 11%	111 14%
FANTASY	194 12%	84 14% c	71 13%	23 8%	163 13%	30 11%	176 12%	18 13%	111 12%	77 13%	37 12%	97 13%	97 12%
MYSTERY	187 12%	80 13%	62 11%	26 9%	157 12%	29 10%	172 12%	15 11%	116 12%	66 11%	33 10%	70 9%	115 14% a
ROMANCE	179 11%	82 13% c	56 10%	23 8%	139 11%	37 13%	172 12% b	7 5%	113 12%	60 10%	30 10%	68 9%	111 14% a
ACTION	168 11%	61 10%	55 10%	36 13%	139 11%	29 11%	151 10%	18 13%	90 10%	76 13%	28 9%	78 10%	90 11%
HORROR	147 9%	68 11% b	41 7%	21 8%	132 10% b	16 6%	129 9%	18 14%	83 9%	60 10%	24 7%	61 8%	84 10%

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : Those aged 11-16 who name something they watched in the past week or two and really enjoyed

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1640	592	614	316	1395	236	1507	133	976	622	328	786	843
Effective Weighted Sample	1302	475	478	261	1080	214	1195	107	779	492	262	622	670
Total	1579	613	568	280	1295	273	1445	134	936	605	317	759	808
CRIME	135 9%	48 8%	46 8%	33 12%	114 9%	21 8%	126 9%	9 7%	82 9%	52 9%	24 7%	53 7%	82 10% a
FAMILY	105 7%	48 8%	30 5%	16 6%	85 7%	19 7%	97 7%	8 6%	66 7%	39 6%	19 6%	52 7%	53 7%
VLOGS	90 6%	52 9% bc	25 4%	10 4%	74 6%	16 6%	83 6%	7 5%	55 6%	33 5%	23 7%	43 6%	47 6%
GAMING	72 5%	33 5%	25 4%	10 4%	63 5%	9 3%	64 4%	8 6%	30 3%	37 6% a	12 4%	45 6% b	27 3%
SPORT	60 4%	14 2%	27 5% a	17 6% a	53 4%	7 2%	58 4%	2 2%	35 4%	24 4%	15 5%	31 4%	29 4%
ANIMATION	60 4%	26 4%	17 3%	9 3%	53 4%	7 3%	52 4%	7 5%	33 3%	26 4%	8 3%	32 4%	28 3%
ENTERTAINMENT	47 3%	14 2%	21 4%	8 3%	44 3%	3 1%	47 3%	- -%	28 3%	19 3%	12 4%	22 3%	24 3%
DOCUMENTARY	40 3%	22 4%	11 2%	8 3%	36 3%	4 2%	38 3%	2 2%	17 2%	23 4% ac	4 1%	21 3%	18 2%
CHRISTMAS	33 2%	17 3%	12 2%	3 1%	28 2%	5 2%	29 2%	4 3%	16 2%	17 3%	3 1%	14 2%	20 2%
FICTION	33 2%	8 1%	16 3%	4 1%	31 2%	2 1%	33 2%	- -%	20 2%	13 2%	8 3%	13 2%	20 2%
ANIME	31 2%	11 2%	11 2%	5 2%	22 2%	8 3%	24 2%	7 6% a	17 2%	14 2%	4 1%	16 2%	15 2%

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : Those aged 11-16 who name something they watched in the past week or two and really enjoyed

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1640	592	614	316	1395	236	1507	133	976	622	328	786	843
Effective Weighted Sample	1302	475	478	261	1080	214	1195	107	779	492	262	622	670
Total	1579	613	568	280	1295	273	1445	134	936	605	317	759	808
MUSIC	31	14	11	4	24	7	29	2	19	10	5	13	17
	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%
GAMESHOW	28	12	13	2	27	1	27	1	15	13	7	6	22
	2%	2%	2%	1%	2%	1%	2%	*%	2%	2%	2%	1%	3% a
DISNEY	25	12	6	5	19	6	24	2	12	13	4	14	12
	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%
PLATFORM SUMMARY													
NETFLIX	751	305	246	132	626	117	690	60	452	282	147	327	421
	48%	50%	43%	47%	48%	43%	48%	45%	48%	47%	46%	43%	52% a
AMAZON PRIME VIDEO	191	82	60	35	155	31	171	20	108	80	34	73	115
	12%	13%	11%	13%	12%	11%	12%	15%	12%	13%	11%	10%	14% a
YOUTUBE	185	87	58	31	156	29	171	14	122	57	49	94	90
	12%	14%	10%	11%	12%	10%	12%	10%	13%	9%	15% b	12%	11%
DISNEY+	179	53	62	47	158	21	167	12	108	71	30	83	96
	11%	9%	11%	17% ab	12%	8%	12%	9%	12%	12%	10%	11%	12%
BBC	178	59	68	42	155	22	174	5	120	56	36	73	104
	11%	10%	12%	15% a	12%	8%	12% b	4%	13%	9%	11%	10%	13%
ITV	152	62	61	23	132	20	149	3	95	55	39	71	78
	10%	10%	11%	8%	10%	7%	10% b	2%	10%	9%	12%	9%	10%
CHANNEL4	138	45	52	32	118	19	138	1	100	36	36	53	84
	9%	7%	9%	11%	9%	7%	10% b	*%	11% b	6%	11% b	7%	10% a

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

Q29. Thinking about the things you have watched in the past week or two across all different channels and services... What can you remember watching in the past week or two that you really enjoyed?

Base : Those aged 11-16 who name something they watched in the past week or two and really enjoyed

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1640	592	614	316	1395	236	1507	133	976	622	328	786	843
Effective Weighted Sample	1302	475	478	261	1080	214	1195	107	779	492	262	622	670
Total	1579	613	568	280	1295	273	1445	134	936	605	317	759	808
SKY	27	6	11	9	24	3	27	-	20	6	7	12	15
	2%	1%	2%	3%	2%	1%	2%	-%	2%	1%	2%	2%	2%
				a									
CHANNEL5	13	7	5	1	10	3	12	1	5	8	1	4	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
PROGRAMME TYPE													
TV PROGRAMME/ SERIES	1072	406	387	191	901	162	992	80	638	417	210	488	574
	68%	66%	68%	68%	70%	59%	69%	60%	68%	69%	66%	64%	71%
					b								a
FILM	247	87	103	43	203	43	224	23	139	100	42	107	139
	16%	14%	18%	15%	16%	16%	15%	17%	15%	17%	13%	14%	17%
OTHER	37	14	13	7	22	15	31	6	21	13	9	22	14
	2%	2%	2%	3%	2%	6%	2%	4%	2%	2%	3%	3%	2%
						a							

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

Q31A. Please give a star rating to show how much you like Netflix

Base : Those who have watched Netflix in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total		990	304	391	295	487	503	586	139	129	136	272	266	185	262
Effective Weighted Sample		785	245	311	229	378	406	570	125	119	134	226	201	150	221
Total		960	300	380	281	461	499	783	92	52	33	211	251	187	306
1 star	(1.0)	1	-	-	1	-	1	-	1	-	-	1	-	-	-
		*%	-%	-%	*%	-%	*%	-%	1%	-%	-%	*%	-%	-%	-%
2 stars	(2.0)	10	3	4	3	4	6	9	1	1	-	2	1	1	5
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
3 stars	(3.0)	66	17	29	20	37	29	55	6	4	1	15	20	17	14
		7%	6%	8%	7%	8%	6%	7%	7%	8%	5%	7%	8%	9%	5%
4 stars	(4.0)	243	90	95	58	127	116	197	28	11	7	45	72	51	75
		25%	30%	25%	21%	28%	23%	25%	30%	21%	21%	21%	29%	27%	24%
5 stars	(5.0)		c												
		640	189	252	199	293	348	523	57	37	24	149	157	118	211
		67%	63%	66%	71%	63%	70%	67%	62%	70%	74%	71%	63%	63%	69%
											b				
Answered		960	300	380	281	461	499	783	92	52	33	211	251	187	306
Mean score		4.6	4.6	4.6	4.6	4.5	4.6	4.6	4.5	4.6	4.7	4.6	4.5	4.5	4.6
											b				
Standard deviation		.67	.65	.68	.69	.68	.66	.67	.71	.69	.56	.68	.67	.69	.66
Standard error		.02	.04	.03	.04	.03	.03	.03	.06	.06	.05	.04	.04	.05	.04
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d															

Q31A. Please give a star rating to show how much you like Netflix

Base : Those who have watched Netflix in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
			a	b	c	a	b	a	b	a	b	c	a	b
Significance Level: 95%														
Unweighted total		990	399	333	177	846	137	848	142	528	423	179	589	401
Effective Weighted Sample		785	321	256	148	655	123	671	114	423	330	146	467	318
Total		960	418	301	159	792	159	815	145	516	403	184	578	382
1 star	(1.0)	1	-	-	-	1	-	1	-	-	1	-	-	1
		*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%
2 stars	(2.0)	10	7	2	1	10	-	6	4	3	5	-	8	2
		1%	2%	1%	1%	1%	-%	1%	3%	1%	1%	-%	1%	*%
3 stars	(3.0)	66	34	19	9	57	10	54	12	27	33	8	44	22
		7%	8%	6%	6%	7%	6%	7%	8%	5%	8%	4%	8%	6%
4 stars	(4.0)	243	110	80	36	193	49	210	33	130	105	54	159	84
		25%	26%	27%	23%	24%	31%	26%	23%	25%	26%	30%	28%	22%
5 stars	(5.0)	640	268	199	112	532	101	544	96	356	260	122	367	274
		67%	64%	66%	71%	67%	63%	67%	66%	69%	64%	66%	63%	72% a
Answered		960	418	301	159	792	159	815	145	516	403	184	578	382
Mean score		4.6	4.5	4.6	4.6	4.6	4.6	4.6	4.5	4.6	4.5	4.6	4.5	4.6 a
Standard deviation		.67	.71	.64	.63	.69	.61	.65	.76	.61	.71	.57	.70	.62
Standard error		.02	.04	.04	.05	.02	.05	.02	.06	.03	.03	.04	.03	.03

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

Q31B. Please give a star rating to show how much you like BBC TV channels or BBC iPlayer

Base : Those who have watched BBC TV channels or BBC iPlayer in the past month

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
			a	b	c	a	b	a	b	c	d	a	b	c	d
Significance Level: 95%															
Unweighted total		1614	470	639	505	785	829	1011	212	199	192	540	460	308	297
Effective Weighted Sample		1300	385	522	393	630	671	981	194	183	189	452	367	254	249
Total		1581	469	630	483	768	813	1323	135	78	45	429	475	324	345
1 star	(1.0)	99	38	38	22	55	44	75	14	8	3	21	27	14	36
		6%	8%	6%	5%	7%	5%	6%	10%	10%	6%	5%	6%	4%	11%
			c						a	a					abc
2 stars	(2.0)	178	59	63	56	74	104	142	18	12	5	43	51	42	42
		11%	13%	10%	12%	10%	13%	11%	13%	16%	11%	10%	11%	13%	12%
										a					
3 stars	(3.0)	551	165	203	182	273	277	467	41	29	14	141	174	112	121
		35%	35%	32%	38%	36%	34%	35%	30%	37%	31%	33%	37%	35%	35%
4 stars	(4.0)	452	131	189	132	236	217	380	38	19	15	135	136	91	87
		29%	28%	30%	27%	31%	27%	29%	28%	25%	34%	32%	29%	28%	25%
5 stars	(5.0)	302	75	136	91	131	172	259	24	10	9	88	87	66	59
		19%	16%	22%	19%	17%	21%	20%	18%	13%	19%	21%	18%	20%	17%
				a				c							
Answered		1581	469	630	483	768	813	1323	135	78	45	429	475	324	345
Mean score		3.4	3.3	3.5	3.4	3.4	3.5	3.5	3.3	3.1	3.5	3.5	3.4	3.5	3.3
				a				c			c	d		d	
Standard deviation		1.11	1.13	1.12	1.07	1.10	1.12	1.09	1.21	1.14	1.10	1.08	1.08	1.08	1.19
Standard error		.03	.05	.04	.05	.04	.04	.03	.08	.08	.08	.05	.05	.06	.07

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

Q31B. Please give a star rating to show how much you like BBC TV channels or BBC iPlayer

Base : Those who have watched BBC TV channels or BBC iPlayer in the past month

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	b	a	^b	a	b	c	a	b
Unweighted total		1614	551	625	324	1355	247	1614	-	999	567	330	669	937
Effective Weighted Sample		1300	449	493	273	1066	224	1300	-	803	461	263	536	757
Total		1581	585	589	294	1279	287	1581	-	966	570	321	648	924
1 star	(1.0)	99	43	31	12	91	6	99	**	41	55	17	59	38
		6%	7%	5%	4%	7% b	2%	6%	**	4%	10% ac	5%	9% b	4%
2 stars	(2.0)	178	64	73	30	135	38	178	**	96	77	39	97	81
		11%	11%	12%	10%	11%	13%	11%	**	10%	13%	12%	15% b	9%
3 stars	(3.0)	551	212	193	108	448	98	551	**	318	216	125	230	318
		35%	36%	33%	37%	35%	34%	35%	**	33%	38%	39%	35%	34%
4 stars	(4.0)	452	144	182	92	370	80	452	**	296	142	80	167	283
		29%	25%	31% a	31%	29%	28%	29%	**	31% b	25%	25%	26%	31%
5 stars	(5.0)	302	121	110	51	234	65	302	**	215	79	60	96	204
		19%	21%	19%	17%	18%	23%	19%	**	22% b	14%	19%	15%	22% a
Answered		1581	585	589	294	1279	287	1581	**	966	570	321	648	924
Mean score		3.4	3.4	3.5	3.5	3.4	3.6	3.4	**	3.6 bc	3.2	3.4 b	3.2	3.6 a
Standard deviation		1.11	1.15	1.09	1.03	1.12	1.05	1.11	**	1.07	1.14	1.08	1.15	1.05
Standard error		.03	.05	.04	.06	.03	.07	.03	**	.03	.05	.06	.04	.03

Q31C. Please give a star rating to show how much you like ITV channels or ITV Hub

Base : Those who have watched ITV channels or ITV Hub in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	*b	c	*d	a	b	c	d
Unweighted total		812	245	318	249	394	418	519	96	101	96	234	239	164	172
Effective Weighted Sample		657	205	260	192	317	340	505	87	93	95	196	192	134	149
Total		818	251	326	241	394	424	692	62	40	23	184	252	168	212
1 star	(1.0)	48	17	14	17	26	21	39	4	2	2	9	16	6	16
		6%	7%	4%	7%	7%	5%	6%	7%	6%	7%	5%	6%	4%	8%
2 stars	(2.0)	127	45	48	34	63	64	105	9	8	4	25	45	23	34
		15%	18%	15%	14%	16%	15%	15%	15%	19%	18%	13%	18%	14%	16%
3 stars	(3.0)	304	94	129	81	155	148	260	21	15	8	77	96	63	67
		37%	37%	40%	34%	39%	35%	38%	33%	37%	35%	42% d	38%	38%	32%
4 stars	(4.0)	217	65	87	66	98	119	183	17	11	6	44	65	48	59
		27%	26%	27%	27%	25%	28%	26%	28%	26%	25%	24%	26%	29%	28%
5 stars	(5.0)	123	30	49	43	52	71	105	10	5	3	28	32	27	36
		15%	12%	15%	18%	13%	17%	15%	17%	11%	15%	15%	13%	16%	17%
Answered		818	251	326	241	394	424	692	62	40	23	184	252	168	212
Mean score		3.3	3.2	3.3	3.4	3.2	3.4	3.3	3.3	3.2	3.2	3.3	3.2	3.4	3.3
Standard deviation		1.08	1.08	1.04	1.14	1.08	1.08	1.08	1.14	1.08	1.14	1.05	1.07	1.03	1.16
Standard error		.04	.07	.06	.07	.05	.05	.05	.12	.11	.12	.07	.07	.08	.09

Q31C. Please give a star rating to show how much you like ITV channels or ITV Hub

Base : Those who have watched ITV channels or ITV Hub in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total		812	282	317	148	702	107	776	36	456	334	153	405	397
Effective Weighted Sample		657	229	253	124	559	96	627	31	363	277	118	327	321
Total		818	304	306	138	692	123	774	43	440	355	141	414	392
1 star	(1.0)	48	20	18	6	40	7	44	4	16	32	4	35	11
		6%	7%	6%	4%	6%	6%	6%	9%	4%	9% ac	3%	8% b	3%
2 stars	(2.0)	127	45	45	21	97	28	118	9	61	64	19	70	55
		15%	15%	15%	15%	14%	23% a	15%	20%	14%	18%	14%	17%	14%
3 stars	(3.0)	304	116	100	68	264	38	290	13	159	130	54	151	148
		37%	38%	33%	49% ab	38%	31%	38%	30%	36%	37%	38%	36%	38%
4 stars	(4.0)	217	72	95	26	186	31	205	12	137	77	46	94	121
		27%	24%	31% c	19%	27%	25%	26%	28%	31% b	22%	33% b	23%	31% a
5 stars	(5.0)	123	51	49	17	103	20	118	5	66	53	18	64	56
		15%	17%	16%	12%	15%	16%	15%	13%	15%	15%	13%	15%	14%
Answered		818	304	306	138	692	123	774	43	440	355	141	414	392
Mean score		3.3	3.3	3.4	3.2	3.3	3.2	3.3	3.2	3.4 b	3.2	3.4	3.2	3.4 a
Standard deviation		1.08	1.11	1.10	.99	1.07	1.14	1.08	1.16	1.02	1.15	.97	1.15	.99
Standard error		.04	.07	.06	.08	.04	.11	.04	.19	.05	.06	.08	.06	.05

Q31D. Please give a star rating to show how much you like Channel 4 channels or All4

Base : Those who have watched Channel 4 channels or All4 in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	*b	*c	*d	a	b	c	d
Unweighted total		724	213	293	218	343	381	469	98	77	80	220	202	144	155
Effective Weighted Sample		592	182	239	171	279	313	456	90	71	79	184	165	119	136
Total		737	231	289	217	347	390	624	64	29	19	172	212	153	197
1 star	(1.0)	50 7%	18 8%	17 6%	14 7%	20 6%	30 8%	41 7%	4 6%	4 14% a	1 6%	10 6%	14 7%	7 4%	19 10%
2 stars	(2.0)	102 14%	38 17%	38 13%	26 12%	60 17% b	42 11%	86 14% d	10 16% d	5 17% d	1 6%	25 14%	25 12%	19 12%	34 17%
3 stars	(3.0)	265 36%	94 41%	102 35%	69 32%	115 33%	149 38%	220 35%	24 37%	13 43%	8 42%	55 32%	85 40%	53 34%	72 36%
4 stars	(4.0)	232 31%	58 25%	89 31%	84 39% a	112 32%	120 31%	201 32% c	19 30%	6 19%	6 31%	56 33%	71 34%	53 35%	51 26%
5 stars	(5.0)	89 12%	22 10%	43 15%	24 11%	41 12%	48 12%	77 12%	8 12%	2 7%	3 15%	27 16% b	16 8%	22 14%	21 11%
Answered		737	231	289	217	347	390	624	64	29	19	172	212	153	197
Mean score		3.3	3.1	3.4 a	3.4 a	3.3	3.3	3.3 c	3.3 c	2.9	3.4 c	3.4 d	3.2	3.4 d	3.1
Standard deviation		1.06	1.05	1.07	1.04	1.06	1.07	1.06	1.05	1.11	1.04	1.09	.99	1.02	1.12
Standard error		.04	.07	.06	.07	.06	.05	.05	.11	.13	.12	.07	.07	.09	.09

Q31D. Please give a star rating to show how much you like Channel 4 channels or All4

Base : Those who have watched Channel 4 channels or All4 in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH		
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	b	a	^b	a	b	c	a	b
Unweighted total		724	256	280	136	618	103	695	29	439	264	142	318	398
Effective Weighted Sample		592	218	221	115	495	94	569	23	357	218	117	264	320
Total		737	293	268	123	610	122	707	30	435	279	144	330	397
1 star	(1.0)	50	25	17	3	42	8	47	**	24	22	8	31	17
		7%	8%	6%	3%	7%	6%	7%	**	5%	8%	6%	9%	4%
			c										b	
2 stars	(2.0)	102	38	29	29	83	17	100	**	51	51	16	46	55
		14%	13%	11%	23% ab	14%	14%	14%	**	12%	18% a	11%	14%	14%
3 stars	(3.0)	265	100	96	45	227	36	253	**	151	109	62	125	135
		36%	34%	36%	37%	37%	29%	36%	**	35%	39%	43%	38%	34%
4 stars	(4.0)	232	92	90	34	185	45	222	**	147	75	34	97	131
		31%	32%	34%	28%	30%	37%	31%	**	34% c	27%	24%	30%	33%
5 stars	(5.0)	89	38	35	12	72	17	85	**	63	21	24	31	58
		12%	13%	13%	10%	12%	14%	12%	**	14% b	8%	16% b	9%	15% a
Answered		737	293	268	123	610	122	707	**	435	279	144	330	397
Mean score		3.3	3.3	3.4	3.2	3.3	3.4	3.3	**	3.4 b	3.1	3.3 b	3.2	3.4 a
Standard deviation		1.06	1.11	1.05	.98	1.06	1.08	1.06	**	1.05	1.03	1.06	1.08	1.04
Standard error		.04	.07	.06	.08	.04	.11	.04	**	.05	.06	.09	.06	.05

Q31E. Please give a star rating to show how much you like Channel 5 channels or My5

Base : Those who have watched Channel 5 channels or My5 in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	*b	*c	*d	a	b	c	d
Unweighted total		547	146	213	188	264	283	341	81	61	64	177	149	111	105
Effective Weighted Sample		441	119	175	147	213	228	330	74	56	63	150	119	91	87
Total		535	146	207	182	260	275	445	49	25	15	141	154	114	121
1 star	(1.0)	59	24	17	18	31	28	45	6	6	2	9	28	5	16
		11%	17%	8%	10%	12%	10%	10%	11%	23%	15%	6%	18%	4%	14%
			b							a			ac		c
2 stars	(2.0)	88	21	28	38	45	43	73	9	4	1	28	31	17	12
		16%	15%	14%	21%	17%	16%	16%	18%	18%	9%	20%	20%	15%	10%
3 stars	(3.0)	235	68	87	81	114	121	194	23	10	7	53	58	55	66
		44%	46%	42%	45%	44%	44%	44%	47%	42%	47%	38%	37%	48%	54%
															ab
4 stars	(4.0)	104	22	49	33	55	49	90	7	3	4	33	23	24	22
		19%	15%	24%	18%	21%	18%	20%	14%	14%	23%	24%	15%	21%	18%
5 stars	(5.0)	49	11	27	12	15	34	43	4	1	1	18	14	13	4
		9%	7%	13%	6%	6%	12%	10%	8%	4%	6%	13%	9%	12%	3%
							a					d		d	
Answered		535	146	207	182	260	275	445	49	25	15	141	154	114	121
Mean score		3.0	2.8	3.2	2.9	2.9	3.1	3.0	2.9	2.6	3.0	3.2	2.8	3.2	2.9
				ac				c				bd		bd	
Standard deviation		1.08	1.11	1.09	1.02	1.04	1.11	1.08	1.06	1.12	1.11	1.08	1.18	.98	.98
Standard error		.05	.09	.07	.07	.06	.07	.06	.12	.14	.14	.08	.10	.09	.10

Q31E. Please give a star rating to show how much you like Channel 5 channels or My5

Base : Those who have watched Channel 5 channels or My5 in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
			a	b	c	a	*b	a	^b	a	b	c	a	b
Significance Level: 95%														
Unweighted total		547	181	216	112	476	65	526	21	323	211	101	219	321
Effective Weighted Sample		441	149	173	93	376	60	425	16	260	170	85	173	261
Total		535	196	204	101	451	76	514	21	310	211	102	207	320
1 star	(1.0)	59	24	25	6	50	8	58	**	31	26	7	25	31
		11%	12%	12%	6%	11%	11%	11%	**	10%	12%	7%	12%	10%
2 stars	(2.0)	88	30	30	24	78	7	86	**	48	38	20	39	48
		16%	15%	15%	24%	17%	9%	17%	**	15%	18%	19%	19%	15%
3 stars	(3.0)	235	95	77	41	193	40	226	**	134	97	46	79	153
		44%	49%	38%	41%	43%	52%	44%	**	43%	46%	45%	38%	48% a
4 stars	(4.0)	104	28	54	17	90	11	99	**	63	37	18	44	57
		19%	14%	26% a	17%	20%	15%	19%	**	20%	18%	18%	22%	18%
5 stars	(5.0)	49	19	18	12	40	9	46	**	35	13	12	19	30
		9%	10%	9%	12%	9%	12%	9%	**	11%	6%	11%	9%	9%
Answered		535	196	204	101	451	76	514	**	310	211	102	207	320
Mean score		3.0	2.9	3.0	3.0	3.0	3.1	3.0	**	3.1	2.9	3.1	3.0	3.0
Standard deviation		1.08	1.08	1.12	1.07	1.08	1.09	1.08	**	1.10	1.04	1.05	1.13	1.05
Standard error		.05	.08	.08	.10	.05	.13	.05	**	.06	.07	.10	.08	.06

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q31F. Please give a star rating to show how much you like Sky TV channels or Sky Go

Base : Those who have watched Sky TV channels or Sky Go in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	*c	*d	a	b	c	d
Unweighted total		712	227	286	199	348	364	419	115	80	98	242	204	130	130
Effective Weighted Sample		566	184	230	152	276	290	406	108	74	96	200	164	104	108
Total		676	217	272	188	331	346	548	74	32	23	185	211	129	146
1 star	(1.0)	27	7	13	7	12	16	23	1	2	1	2	11	10	4
		4%	3%	5%	4%	4%	4%	4%	2%	7%	3%	1%	5% a	8% a	2%
2 stars	(2.0)	47	6	23	18	17	30	34	7	3	2	13	12	9	12
		7%	3%	8% a	9% a	5%	9%	6%	9%	11%	10%	7%	6%	7%	8%
3 stars	(3.0)	201	63	81	57	105	96	165	19	11	7	47	61	39	50
		30%	29%	30%	30%	32%	28%	30%	25%	34%	31%	25%	29%	31%	34%
4 stars	(4.0)	231	75	99	56	108	123	189	27	9	6	65	79	50	37
		34%	35%	36%	30%	33%	35%	34%	37%	27%	25%	35%	37% d	39% d	25%
5 stars	(5.0)	171	65	56	49	89	81	137	20	7	7	58	47	20	43
		25%	30% b	21%	26%	27%	23%	25%	27%	22%	31%	31% c	22%	16%	30% c
Answered		676	217	272	188	331	346	548	74	32	23	185	211	129	146
Mean score		3.7	3.8 b	3.6	3.7	3.7	3.6	3.7	3.8 c	3.5	3.7	3.9 bc	3.7	3.5	3.7
Standard deviation		1.05	1.00	1.05	1.08	1.02	1.07	1.04	1.01	1.16	1.13	.97	1.06	1.09	1.06
Standard error		.04	.07	.06	.08	.05	.06	.05	.09	.13	.11	.06	.07	.10	.09

Q31F. Please give a star rating to show how much you like Sky TV channels or Sky Go

Base : Those who have watched Sky TV channels or Sky Go in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH		
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
			a	b	c	a	b	a	*b	a	b	c	a	b
Significance Level: 95%														
Unweighted total		712	262	266	131	591	113	648	64	426	259	167	409	300
Effective Weighted Sample		566	210	210	109	455	105	516	50	341	203	134	325	238
Total		676	270	246	112	532	135	615	61	406	244	164	390	284
1 star	(1.0)	27	9	13	2	19	7	26	2	15	12	4	10	18
		4%	3%	5%	2%	4%	5%	4%	3%	4%	5%	2%	2%	6% a
2 stars	(2.0)	47	15	20	5	35	11	40	7	25	21	10	30	17
		7%	6%	8%	4%	6%	8%	6%	12%	6%	9%	6%	8%	6%
3 stars	(3.0)	201	84	65	29	160	41	183	18	121	71	51	123	77
		30%	31%	27%	26%	30%	31%	30%	29%	30%	29%	31%	32%	27%
4 stars	(4.0)	231	90	86	41	178	49	212	18	132	89	58	136	92
		34%	33%	35%	37%	33%	36%	34%	30%	33%	36%	35%	35%	33%
5 stars	(5.0)	171	72	62	35	141	27	154	16	113	50	42	91	80
		25%	27%	25%	31%	27%	20%	25%	27%	28%	21%	26%	23%	28%
Answered		676	270	246	112	532	135	615	61	406	244	164	390	284
Mean score		3.7	3.7	3.7	3.9	3.7	3.6	3.7	3.7	3.7	3.6	3.8	3.7	3.7
Standard deviation		1.05	1.01	1.10	.97	1.03	1.06	1.05	1.08	1.04	1.07	.98	.99	1.13
Standard error		.04	.06	.07	.08	.04	.10	.04	.14	.05	.07	.08	.05	.07

Q31G. Please give a star rating to show how much you like Amazon Prime Video

Base : Those who have watched Amazon Prime Video in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	*b	*c	*d	a	b	*c	d
Unweighted total		576	171	236	169	286	290	342	86	83	65	195	161	98	121
Effective Weighted Sample		460	138	192	130	225	234	331	77	77	64	164	122	83	99
Total		547	164	229	154	267	279	443	54	34	15	155	153	104	134
1 star	(1.0)	13	4	3	5	5	8	11	2	-	-	2	3	4	4
		2%	3%	1%	4%	2%	3%	2%	3%	-%	-%	1%	2%	4%	3%
2 stars	(2.0)	28	8	8	12	14	14	25	1	1	1	6	10	7	4
		5%	5%	3%	8%	5%	5%	6%	1%	4%	6%	4%	6%	7%	3%
3 stars	(3.0)	144	40	66	38	64	80	114	13	13	4	30	45	32	35
		26%	25%	29%	25%	24%	29%	26%	24%	39% ab	25%	20%	30% a	31%	26%
4 stars	(4.0)	189	68	73	47	96	93	158	17	10	4	58	57	35	40
		35%	42%	32%	31%	36%	33%	36%	31%	28%	27%	37%	37%	34%	30%
5 stars	(5.0)	173	43	79	52	89	84	135	22	10	6	58	38	26	51
		32%	26%	34%	33%	33%	30%	30%	40%	29%	42%	38% bc	25%	25%	38% b
Answered		547	164	229	154	267	279	443	54	34	15	155	153	104	134
Mean score		3.9	3.8	3.9	3.8	3.9	3.8	3.9	4.0	3.8	4.1	4.1 bc	3.8	3.7	4.0
Standard deviation		.99	.96	.94	1.09	.97	1.01	.99	1.01	.91	.98	.93	.96	1.04	1.02
Standard error		.04	.07	.06	.08	.06	.06	.05	.11	.10	.12	.07	.08	.11	.09

Q31G. Please give a star rating to show how much you like Amazon Prime Video

Base : Those who have watched Amazon Prime Video in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	*b	a	*b	a	b	c	a	b
Unweighted total		576	205	220	122	502	73	510	66	327	230	106	267	309
Effective Weighted Sample		460	166	169	103	394	66	408	52	263	181	84	211	249
Total		547	211	196	112	462	84	482	64	312	217	101	251	296
1 star	(1.0)	13	5	2	5	10	3	13	-	8	5	7	6	6
		2%	3%	1%	5% b	2%	3%	3%	-%	2%	2%	7%	3%	2%
2 stars	(2.0)	28	11	9	5	24	4	25	3	10	15	2	16	12
		5%	5%	4%	4%	5%	5%	5%	4%	3%	7%	2%	6%	4%
3 stars	(3.0)	144	50	55	31	126	18	125	19	83	57	23	81	63
		26%	24%	28%	28%	27%	22%	26%	30%	27%	26%	23%	32% b	21%
4 stars	(4.0)	189	68	77	36	153	36	166	23	103	81	38	83	106
		35%	32%	39%	32%	33%	43%	34%	35%	33%	37%	38%	33%	36%
5 stars	(5.0)	173	77	53	35	150	24	153	20	108	59	32	65	108
		32%	37%	27%	31%	32%	28%	32%	31%	35%	27%	31%	26%	37% a
Answered		547	211	196	112	462	84	482	64	312	217	101	251	296
Mean score		3.9	3.9	3.9	3.8	3.9	3.9	3.9	3.9	3.9	3.8	3.9	3.7	4.0 a
Standard deviation		.99	1.02	.90	1.08	.99	.98	1.00	.88	.98	.99	1.09	1.00	.97
Standard error		.04	.07	.06	.10	.04	.11	.04	.11	.05	.07	.11	.06	.06

Q31H. Please give a star rating to show how much you like YouTube

Base : Those who have watched YouTube in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total		977	294	396	287	507	470	606	114	133	124	262	286	193	233
Effective Weighted Sample		784	236	321	226	408	376	591	105	123	122	214	226	162	196
Total		975	292	401	281	509	466	816	76	53	29	204	289	208	273
1 star	(1.0)	7	4	1	2	5	2	6	-	1	-	*	1	1	4
		1%	1%	*%	1%	1%	*%	1%	-%	2%	-%	*%	*%	1%	1%
2 stars	(2.0)	27	1	15	11	10	17	25	1	1	*	8	9	4	6
		3%	*%	4%	4%	2%	4%	3%	1%	2%	1%	4%	3%	2%	2%
3 stars	(3.0)	115	24	52	39	44	71	97	11	5	2	21	40	25	29
		12%	8%	13%	14%	9%	15% a	12%	15% d	9%	6%	10%	14%	12%	11%
4 stars	(4.0)	277	75	111	90	146	131	231	24	15	7	72	81	60	62
		28%	26%	28%	32%	29%	28%	28%	31%	28%	23%	35% d	28%	29%	23%
5 stars	(5.0)	549	188	222	139	305	244	457	40	31	20	102	157	118	172
		56%	64% bc	55%	50%	60% b	52%	56%	53%	59%	69% ab	50%	54%	57%	63% a
Answered		975	292	401	281	509	466	816	76	53	29	204	289	208	273
Mean score		4.4	4.5 bc	4.3	4.3	4.4 b	4.3	4.4	4.4	4.4	4.6 ab	4.3	4.3	4.4	4.4
Standard deviation		.85	.76	.87	.88	.80	.89	.86	.76	.85	.68	.82	.86	.82	.87
Standard error		.03	.04	.04	.05	.04	.04	.03	.07	.07	.06	.05	.05	.06	.06

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

Q31H. Please give a star rating to show how much you like YouTube

Base : Those who have watched YouTube in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH		
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+	
			a	b	c	a	b	a	b	a	b	c	a	b	
Significance Level: 95%															
Unweighted total		977	377	356	174	816	153	851	126	536	413	186	562	415	
Effective Weighted Sample		784	303	286	139	639	137	683	101	430	333	149	446	338	
Total		975	393	353	151	785	179	844	131	528	420	187	556	418	
1 star	(1.0)	7	3	2	*	7	-	4	3	*	6	-	3	3	
		1%	1%	1%	*%	1%	-%	*%	2% a	*%	2% a	-%	1%	1%	
2 stars		27	12	7	5	19	8	25	2	16	11	6	13	14	
		3%	3%	2%	3%	2%	5%	3%	2%	3%	3%	3%	2%	3%	
3 stars		115	43	43	20	93	20	98	17	70	43	18	74	41	
		12%	11%	12%	13%	12%	11%	12%	13%	13%	10%	10%	13%	10%	
4 stars		277	104	99	53	224	48	244	33	145	128	47	154	123	
		28%	27%	28%	35%	29%	27%	29%	25%	27%	30%	25%	28%	30%	
5 stars		549	231	202	73	442	102	473	76	297	232	116	313	236	
		56%	59% c	57%	48%	56%	57%	56%	58%	56%	55%	62%	56%	56%	
Answered		975	393	353	151	785	179	844	131	528	420	187	556	418	
Mean score		4.4	4.4	4.4	4.3	4.4	4.4	4.4	4.3	4.4	4.4	4.5	4.4	4.4	
Standard deviation		.85	.86	.81	.83	.85	.86	.83	.93	.83	.88	.79	.84	.85	
Standard error		.03	.04	.04	.06	.03	.07	.03	.08	.04	.04	.06	.04	.04	

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

Q311. Please give a star rating to show how much you like Disney+

Base : Those who have watched Disney+ in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	*b	*c	*d	a	b	c	d
Unweighted total		574	164	230	180	268	306	330	78	74	92	167	161	106	135
Effective Weighted Sample		448	127	179	143	206	243	321	73	68	91	138	119	87	110
Total		541	152	212	176	243	297	438	52	29	22	130	147	114	147
1 star	(1.0)	7	-	3	4	2	5	6	1	1	-	2	3	1	2
		1%	-%	1%	2%	1%	2%	1%	2%	2%	-%	1%	2%	1%	1%
2 stars	(2.0)	18	3	6	10	6	13	13	3	2	*	5	3	4	6
		3%	2%	3%	5%	2%	4%	3%	5%	6%	2%	4%	2%	3%	4%
3 stars	(3.0)	96	20	44	32	54	42	82	7	3	4	20	24	23	28
		18%	13%	21%	18%	22% b	14%	19%	14%	9%	17%	15%	16%	20%	19%
4 stars	(4.0)	166	53	61	52	73	92	133	15	12	7	39	48	45	33
		31%	35%	28%	29%	30%	31%	30%	29%	40%	30%	30%	33%	40% d	23%
5 stars	(5.0)	253	76	99	79	108	146	204	26	12	11	65	69	42	78
		47%	50%	46%	45%	44%	49%	47%	50%	42%	51%	50%	47%	37%	53% c
Answered		541	152	212	176	243	297	438	52	29	22	130	147	114	147
Mean score		4.2	4.3 c	4.2	4.1	4.1	4.2	4.2	4.2	4.1	4.3	4.2	4.2	4.1	4.2
Standard deviation		.93	.77	.95	1.03	.91	.96	.93	1.02	.98	.84	.94	.93	.86	.99
Standard error		.04	.06	.06	.08	.06	.05	.05	.12	.11	.09	.07	.07	.08	.09

Q311. Please give a star rating to show how much you like Disney+

Base : Those who have watched Disney+ in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	*b	a	*b	a	b	c	a	b
Unweighted total		574	236	185	110	495	77	501	73	336	218	128	282	292
Effective Weighted Sample		448	182	143	92	377	70	392	56	266	166	100	222	226
Total		541	228	174	97	447	91	470	71	320	200	121	268	273
1 star	(1.0)	7	4	3	-	6	1	6	1	3	5	3	1	7
		1%	2%	2%	-%	1%	1%	1%	2%	1%	2%	2%	*%	2% a
2 stars	(2.0)	18	6	6	4	15	4	15	3	10	7	3	8	11
		3%	3%	3%	4%	3%	4%	3%	5%	3%	3%	3%	3%	4%
3 stars	(3.0)	96	54	19	16	81	14	80	16	49	44	19	45	51
		18%	23% b	11%	17%	18%	16%	17%	23%	15%	22%	16%	17%	19%
4 stars	(4.0)	166	75	58	29	133	30	151	15	103	53	31	80	85
		31%	33%	33%	30%	30%	33%	32%	21%	32%	27%	25%	30%	31%
5 stars	(5.0)	253	89	88	48	212	42	218	35	155	92	66	134	119
		47%	39%	51% a	49%	47%	46%	46%	50%	49%	46%	54%	50%	44%
Answered		541	228	174	97	447	91	470	71	320	200	121	268	273
Mean score		4.2	4.1	4.3 a	4.3	4.2	4.2	4.2	4.1	4.2	4.1	4.3	4.3	4.1
Standard deviation		.93	.94	.92	.87	.94	.92	.92	1.03	.88	1.01	.96	.86	1.00
Standard error		.04	.06	.07	.08	.04	.10	.04	.12	.05	.07	.09	.05	.06

Q31J. Please give a star rating to show how much you like Britbox

Base : Those who have watched Britbox in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
			^a	^b	^c	^a	^b	^a	^b	^c	^d	^a	^b	^c	^d
Significance Level: 95%															
Unweighted total		57	15	23	19	27	30	34	8	7	8	21	14	16	5
Effective Weighted Sample		45	13	19	14	20	25	33	8	7	8	16	10	14	4
Total		54	15	22	17	24	29	44	5	2	2	15	13	19	6
1 star	(1.0)	7	**	**	**	**	1	7	**	**	**	**	**	**	**
		13%	**	**	**	**	5%	15%	**	**	**	**	**	**	**
2 stars	(2.0)	7	**	**	**	**	5	5	**	**	**	**	**	**	**
		13%	**	**	**	**	18%	12%	**	**	**	**	**	**	**
3 stars	(3.0)	18	**	**	**	**	9	14	**	**	**	**	**	**	**
		33%	**	**	**	**	30%	32%	**	**	**	**	**	**	**
4 stars	(4.0)	14	**	**	**	**	8	11	**	**	**	**	**	**	**
		26%	**	**	**	**	27%	25%	**	**	**	**	**	**	**
5 stars	(5.0)	8	**	**	**	**	6	7	**	**	**	**	**	**	**
		16%	**	**	**	**	20%	16%	**	**	**	**	**	**	**
Answered		54	**	**	**	**	29	44	**	**	**	**	**	**	**
Mean score		3.2	**	**	**	**	3.4	3.2	**	**	**	**	**	**	**
Standard deviation		1.24	**	**	**	**	1.15	1.28	**	**	**	**	**	**	**
Standard error		.16	**	**	**	**	.21	.22	**	**	**	**	**	**	**

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Prepared by Critical Research : 0203 643 9043

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Q31J. Please give a star rating to show how much you like Britbox

Base : Those who have watched Britbox in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH		
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			^a	*b	^c	*a	^b	*a	^b	*a	^b	^c	^a	*b
Unweighted total		57	12	34	8	44	13	56	1	43	13	14	9	48
Effective Weighted Sample		45	11	26	7	35	11	44	1	34	11	11	6	40
Total		54	14	30	8	41	13	52	1	41	13	12	6	47
1 star	(1.0)	7	**	5	**	5	**	6	**	4	**	**	**	7
		13%	**	16%	**	12%	**	11%	**	10%	**	**	**	15%
2 stars	(2.0)	7	**	4	**	6	**	7	**	5	**	**	**	7
		13%	**	13%	**	14%	**	13%	**	11%	**	**	**	14%
3 stars	(3.0)	18	**	9	**	13	**	18	**	13	**	**	**	16
		33%	**	29%	**	32%	**	34%	**	31%	**	**	**	34%
4 stars	(4.0)	14	**	7	**	11	**	14	**	13	**	**	**	13
		26%	**	23%	**	26%	**	26%	**	31%	**	**	**	28%
5 stars	(5.0)	8	**	6	**	7	**	8	**	7	**	**	**	5
		16%	**	19%	**	16%	**	16%	**	17%	**	**	**	10%
Answered		54	**	30	**	41	**	52	**	41	**	**	**	47
Mean score		3.2	**	3.2	**	3.2	**	3.2	**	3.3	**	**	**	3.0
Standard deviation		1.24	**	1.34	**	1.23	**	1.20	**	1.19	**	**	**	1.19
Standard error		.16	**	.23	**	.19	**	.16	**	.18	**	**	**	.17

Q31K. Please give a star rating to show how much you like Apple TV+

Base : Those who have watched Apple TV+ in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
			*a	*b	*c	*a	*b	*a	^b	^c	^d	*a	*b	^c	^d
Significance Level: 95%															
Unweighted total		118	33	46	39	56	62	69	14	19	16	52	33	22	11
Effective Weighted Sample		92	25	37	30	41	51	67	13	18	16	41	26	18	9
Total		108	29	41	38	48	61	89	8	7	4	38	34	23	13
1 star	(1.0)	9	3	4	2	5	4	8	**	**	**	3	3	**	**
		8%	10%	9%	7%	11%	6%	9%	**	**	**	7%	9%	**	**
2 stars	(2.0)	13	6	5	2	7	6	10	**	**	**	2	4	**	**
		12%	20%	11%	7%	14%	10%	11%	**	**	**	6%	12%	**	**
3 stars	(3.0)	33	10	10	13	13	20	27	**	**	**	9	10	**	**
		30%	35%	23%	34%	27%	33%	30%	**	**	**	24%	29%	**	**
4 stars	(4.0)	38	8	14	17	13	25	32	**	**	**	16	14	**	**
		35%	27%	33%	44%	27%	41%	36%	**	**	**	41%	41%	**	**
5 stars	(5.0)	15	2	10	3	10	6	13	**	**	**	8	3	**	**
		14%	7%	24%	9%	21%	9%	15%	**	**	**	22%	9%	**	**
Answered		108	29	41	38	48	61	89	**	**	**	38	34	**	**
Mean score		3.4	3.0	3.5	3.4	3.3	3.4	3.4	**	**	**	3.7	3.3	**	**
Standard deviation		1.12	1.10	1.23	.99	1.26	1.01	1.13	**	**	**	1.10	1.10	**	**
Standard error		.10	.19	.18	.16	.17	.13	.14	**	**	**	.15	.19	**	**

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Prepared by Critical Research : 0203 643 9043

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Q31K. Please give a star rating to show how much you like Apple TV+

Base : Those who have watched Apple TV+ in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			*a	*b	^c	a	^b	a	^b	*a	^b	^c	^a	*b
Unweighted total		118	34	57	25	103	15	114	4	89	24	28	28	90
Effective Weighted Sample		92	28	42	20	79	13	88	3	70	19	21	22	70
Total		108	37	48	20	92	16	104	4	83	23	26	26	83
1 star	(1.0)	9	3	4	**	6	**	9	**	3	**	**	**	5
		8%	8%	9%	**	7%	**	9%	**	4%	**	**	**	6%
2 stars	(2.0)	13	8	3	**	10	**	13	**	10	**	**	**	11
		12%	22%	6%	**	11%	**	12%	**	11%	**	**	**	14%
3 stars	(3.0)		b											
		33	8	15	**	30	**	30	**	21	**	**	**	25
4 stars	(4.0)	30%	22%	31%	**	33%	**	29%	**	26%	**	**	**	30%
		38	13	16	**	34	**	37	**	33	**	**	**	31
5 stars	(5.0)	35%	37%	33%	**	37%	**	35%	**	40%	**	**	**	37%
		15	4	10	**	11	**	15	**	15	**	**	**	10
Answered		14%	11%	21%	**	12%	**	15%	**	19%	**	**	**	13%
		108	37	48	**	92	**	104	**	83	**	**	**	83
Mean score		3.4	3.2	3.5	**	3.4	**	3.4	**	3.6	**	**	**	3.4
Standard deviation		1.12	1.16	1.16	**	1.06	**	1.14	**	1.05	**	**	**	1.06
Standard error		.10	.20	.15	**	.10	**	.11	**	.11	**	**	**	.11

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q32A. Please give a star rating to show how much you like BBC Radio (e.g. BBC Radio 1, BBC Radio 2)

Base : Those who have listened to BBC Radio stations in the past month

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total		941	260	367	314	449	492	575	116	116	134	355	259	186	138
Effective Weighted Sample		747	207	295	244	356	391	557	108	107	132	291	205	154	112
Total		891	242	352	296	429	462	741	74	45	31	275	264	197	152
1 star	(1.0)	58	17	29	12	23	35	47	5	5	1	17	17	9	14
		6%	7%	8%	4%	5%	8%	6%	7%	11%	4%	6%	7%	5%	9%
				c						d					
2 stars	(2.0)	89	25	40	24	40	49	68	12	6	4	27	32	16	14
		10%	10%	11%	8%	9%	11%	9%	16%	14%	12%	10%	12%	8%	9%
								a							
3 stars	(3.0)	298	90	103	105	140	157	257	20	11	9	84	95	76	43
		33%	37%	29%	36%	33%	34%	35%	27%	24%	30%	30%	36%	39%	28%
								c							
4 stars	(4.0)	251	62	93	96	138	112	205	25	13	8	80	65	46	56
		28%	26%	26%	32%	32%	24%	28%	33%	29%	24%	29%	25%	23%	37%
						b								bc	
5 stars	(5.0)	195	48	87	60	87	108	164	12	10	9	66	55	49	25
		22%	20%	25%	20%	20%	23%	22%	17%	22%	30%	24%	21%	25%	17%
										ab					
Answered		891	242	352	296	429	462	741	74	45	31	275	264	197	152
Mean score		3.5	3.4	3.5	3.6	3.5	3.5	3.5	3.4	3.4	3.7	3.5	3.4	3.6	3.4
Standard deviation		1.13	1.13	1.21	1.02	1.08	1.18	1.12	1.14	1.29	1.15	1.15	1.14	1.10	1.14
Standard error		.04	.07	.06	.06	.05	.05	.05	.11	.12	.10	.06	.07	.08	.10

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

Q32A. Please give a star rating to show how much you like BBC Radio (e.g. BBC Radio 1, BBC Radio 2)

Base : Those who have listened to BBC Radio stations in the past month

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	b	a	^b	a	b	c	a	b
Unweighted total		941	298	357	220	795	140	941	-	644	271	204	342	593
Effective Weighted Sample		747	234	280	183	616	125	747	-	510	216	159	270	471
Total		891	292	337	196	729	154	891	-	601	263	188	319	566
1 star	(1.0)	58	13	28	15	51	7	58	**	35	20	13	29	29
		6%	4%	8%	8%	7%	4%	6%	**	6%	8%	7%	9% b	5%
2 stars	(2.0)	89	30	36	17	74	14	89	**	50	34	19	35	53
		10%	10%	11%	9%	10%	9%	10%	**	8%	13% a	10%	11%	9%
3 stars	(3.0)	298	97	112	67	232	63	298	**	208	82	65	101	194
		33%	33%	33%	34%	32%	41% a	33%	**	35%	31%	34%	32%	34%
4 stars	(4.0)	251	79	97	52	218	30	251	**	156	85	50	94	155
		28%	27%	29%	26%	30% b	20%	28%	**	26%	32%	26%	30%	27%
5 stars	(5.0)	195	73	64	45	154	40	195	**	152	42	42	59	135
		22%	25%	19%	23%	21%	26%	22%	**	25% b	16%	22%	19%	24%
Answered		891	292	337	196	729	154	891	**	601	263	188	319	566
Mean score		3.5	3.6	3.4	3.5	3.5	3.5	3.5	**	3.6 b	3.4	3.5	3.4	3.6 a
Standard deviation		1.13	1.10	1.16	1.16	1.14	1.10	1.13	**	1.13	1.13	1.14	1.17	1.10
Standard error		.04	.06	.06	.08	.04	.09	.04	**	.04	.07	.08	.06	.05

Q32B. Please give a star rating to show how much you like Absolute Radio

Base : Those who have listened to Any Absolute Radio in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			*a	b	c	a	b	a	*b	*c	*d	a	*b	*c	*d
Unweighted total		318	75	137	106	152	166	195	53	32	38	123	84	73	37
Effective Weighted Sample		258	62	113	85	123	135	188	49	29	37	104	67	62	31
Total		306	68	130	107	146	160	249	35	13	9	97	86	78	43
1 star	(1.0)	17	1	11	4	11	6	15	1	1	*	6	6	5	-
		6%	2%	9%	4%	8%	4%	6%	2%	8%	3%	6%	7%	7%	-%
2 stars	(2.0)	32	13	10	8	13	19	25	3	2	1	8	7	12	4
		10%	20% bc	8%	7%	9%	12%	10%	8%	19%	10%	8%	9%	16%	8%
3 stars	(3.0)	90	19	38	33	37	53	72	13	3	2	27	28	20	15
		29%	27%	30%	31%	25%	33%	29%	38%	19%	23%	28%	32%	26%	35%
4 stars	(4.0)	106	19	40	47	55	50	87	10	6	3	32	33	26	14
		35%	28%	31%	43%	38%	32%	35%	28%	45%	32%	33%	38%	33%	34%
5 stars	(5.0)	61	16	30	16	30	31	49	8	1	3	24	12	14	10
		20%	23%	23%	15%	21%	20%	20%	24%	8%	32% c	25%	14%	18%	23%
Answered		306	68	130	107	146	160	249	35	13	9	97	86	78	43
Mean score		3.5	3.5	3.5	3.6	3.6	3.5	3.5	3.6	3.3	3.8	3.6	3.4	3.4	3.7
Standard deviation		1.09	1.12	1.19	.96	1.14	1.05	1.10	1.00	1.15	1.15	1.12	1.07	1.16	.92
Standard error		.06	.13	.10	.09	.09	.08	.08	.14	.20	.19	.10	.12	.14	.15

Q32B. Please give a star rating to show how much you like Absolute Radio

Base : Those who have listened to Any Absolute Radio in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			*a	b	*c	a	*b	a	^b	a	*b	*c	a	b
Unweighted total		318	91	138	77	285	30	307	11	217	94	65	112	206
Effective Weighted Sample		258	79	105	65	229	27	250	8	176	76	54	89	169
Total		306	104	117	71	269	31	295	11	210	88	63	102	204
1 star	(1.0)	17	2	10	4	14	3	17	**	11	6	3	3	14
		6%	2%	9%	6%	5%	11%	6%	**	5%	7%	5%	3%	7%
2 stars	(2.0)	32	13	13	4	27	3	30	**	22	9	9	10	22
		10%	13%	11%	5%	10%	10%	10%	**	10%	11%	14%	9%	11%
3 stars	(3.0)	90	22	37	24	84	5	86	**	51	37	13	32	58
		29%	21%	32%	34%	31%	15%	29%	**	24%	42% ac	21%	31%	29%
4 stars	(4.0)	106	44	39	20	88	16	103	**	83	22	26	33	73
		35%	42%	33%	29%	33%	52%	35%	**	40% b	24%	42% b	32%	36%
5 stars	(5.0)	61	24	18	19	57	4	59	**	44	14	12	25	37
		20%	23%	15%	27%	21%	13%	20%	**	21%	16%	19%	24%	18%
Answered		306	104	117	71	269	31	295	**	210	88	63	102	204
Mean score		3.5	3.7	3.4	3.7	3.6	3.5	3.5	**	3.6	3.3	3.6	3.7	3.5
			b											
Standard deviation		1.09	1.02	1.13	1.11	1.09	1.18	1.10	**	1.08	1.08	1.09	1.04	1.12
Standard error		.06	.11	.10	.13	.06	.22	.06	**	.07	.11	.14	.10	.08

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q32C. Please give a star rating to show how much you like Capital radio

Base : Those who have listened to Any Capital radio in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	*c	*d	a	b	c	d
Unweighted total		805	229	318	258	354	451	535	108	91	71	266	212	152	172
Effective Weighted Sample		666	190	273	203	290	376	519	98	84	70	227	174	130	151
Total		827	233	340	254	365	462	706	69	36	16	214	230	167	215
1 star	(1.0)	19	8	4	7	13	6	14	2	2	*	5	5	1	8
		2%	3%	1%	3%	4% b	1%	2%	2%	7% a	3%	2%	2%	*%	4% c
2 stars	(2.0)	44	12	19	14	23	21	38	3	3	1	6	8	16	14
		5%	5%	6%	5%	6%	5%	5%	5%	8%	5%	3%	3%	10% ab	7%
3 stars	(3.0)	184	65	79	40	93	91	154	17	10	3	47	56	33	49
		22%	28% c	23% c	16%	25%	20%	22%	24%	29%	20%	22%	24%	20%	23%
4 stars	(4.0)	279	85	108	86	112	166	248	18	8	5	73	72	64	69
		34%	36%	32%	34%	31%	36%	35% c	26%	22%	30%	34%	31%	38%	32%
5 stars	(5.0)	301	63	131	107	124	178	252	30	13	7	82	89	54	75
		36%	27%	39% a	42% a	34%	38%	36%	43%	35%	43%	38%	39%	32%	35%
Answered		827	233	340	254	365	462	706	69	36	16	214	230	167	215
Mean score		4.0	3.8	4.0 a	4.1 a	3.8	4.1 a	4.0 c	4.0	3.7	4.1	4.0	4.0	3.9	3.9
Standard deviation		1.00	1.01	.97	1.02	1.07	.93	.99	1.04	1.23	1.07	.96	.99	.97	1.08
Standard error		.04	.07	.05	.06	.06	.04	.04	.10	.13	.13	.06	.07	.08	.08

Q32C. Please give a star rating to show how much you like Capital radio

Base : Those who have listened to Any Capital radio in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total		805	311	291	138	666	134	762	43	505	274	172	327	476
Effective Weighted Sample		666	264	237	118	540	121	629	37	409	235	142	276	388
Total		827	349	286	126	668	154	779	48	498	301	176	345	480
1 star	(1.0)	19	8	5	4	17	2	17	2	9	9	1	7	12
		2%	2%	2%	3%	3%	1%	2%	4%	2%	3%	1%	2%	3%
2 stars	(2.0)	44	24	11	7	41	4	42	3	31	12	8	13	32
		5%	7%	4%	6%	6%	3%	5%	5%	6%	4%	4%	4%	7%
3 stars	(3.0)	184	74	72	26	141	42	171	13	107	68	32	76	108
		22%	21%	25%	21%	21%	27%	22%	28%	21%	22%	18%	22%	23%
4 stars	(4.0)	279	125	99	38	224	52	265	14	172	98	77	131	145
		34%	36%	34%	31%	34%	34%	34%	29%	35%	33%	44% ab	38% b	30%
5 stars	(5.0)	301	119	99	51	246	53	285	16	179	114	58	119	182
		36%	34%	35%	40%	37%	35%	37%	34%	36%	38%	33%	34%	38%
Answered		827	349	286	126	668	154	779	48	498	301	176	345	480
Mean score		4.0	3.9	4.0	4.0	4.0	4.0	4.0	3.8	4.0	4.0	4.0	4.0	3.9
Standard deviation		1.00	1.01	.96	1.05	1.03	.91	1.00	1.09	.99	1.02	.86	.94	1.05
Standard error		.04	.06	.06	.09	.04	.08	.04	.17	.04	.06	.07	.05	.05

Q32D. Please give a star rating to show how much you like Heart radio

Base : Those who have listened to Any Heart radio in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	*b	c	*d	a	b	c	d
Unweighted total		843	230	344	269	359	484	562	92	135	54	283	219	175	163
Effective Weighted Sample		700	194	290	216	296	403	545	84	125	53	242	179	152	139
Total		863	238	359	267	364	499	737	60	54	13	232	234	199	194
1 star	(1.0)	34	9	13	11	13	22	27	3	4	*	9	13	7	6
		4%	4%	4%	4%	3%	4%	4%	5%	7%	4%	4%	6%	3%	3%
2 stars	(2.0)	113	20	47	47	50	63	95	10	7	2	30	27	26	29
		13%	8%	13%	17% a	14%	13%	13%	16%	12%	13%	13%	12%	13%	15%
3 stars	(3.0)	257	73	101	82	110	147	222	18	13	3	59	83	56	59
		30%	31%	28%	31%	30%	29%	30%	30%	25%	26%	25%	35% a	28%	31%
4 stars	(4.0)	273	81	110	81	125	148	232	19	16	5	87	68	68	49
		32%	34%	31%	30%	34%	30%	32%	33%	29%	40%	37% d	29%	34%	25%
5 stars	(5.0)	187	54	87	46	67	120	161	10	14	2	49	43	42	51
		22%	23%	24%	17%	18%	24%	22%	16%	27%	16%	21%	18%	21%	26%
Answered		863	238	359	267	364	499	737	60	54	13	232	234	199	194
Mean score		3.5	3.6	3.6	3.4	3.5	3.6	3.5	3.4	3.6	3.5	3.6	3.4	3.6	3.6
			c	c											
Standard deviation		1.09	1.05	1.10	1.09	1.05	1.11	1.08	1.10	1.20	1.08	1.07	1.09	1.07	1.12
Standard error		.04	.07	.06	.07	.06	.05	.05	.11	.10	.15	.06	.07	.08	.09

Q32D. Please give a star rating to show how much you like Heart radio

Base : Those who have listened to Any Heart radio in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total		843	307	312	166	719	121	799	44	528	284	167	340	500
Effective Weighted Sample		700	254	258	144	590	107	663	37	435	240	139	281	416
Total		863	331	317	155	724	136	814	49	529	304	170	350	510
1 star	(1.0)	34	10	16	4	28	6	32	3	16	16	7	16	18
		4%	3%	5%	3%	4%	5%	4%	5%	3%	5%	4%	5%	4%
2 stars	(2.0)	113	41	37	21	91	20	106	7	58	49	24	38	75
		13%	12%	12%	13%	13%	15%	13%	14%	11%	16%	14%	11%	15%
3 stars	(3.0)	257	81	111	49	212	43	239	18	158	93	50	117	139
		30%	24%	35% a	32%	29%	32%	29%	37%	30%	31%	29%	33%	27%
4 stars	(4.0)	273	103	100	53	230	43	263	10	182	83	53	103	170
		32%	31%	32%	34%	32%	31%	32%	20%	34%	27%	31%	29%	33%
5 stars	(5.0)	187	96	52	28	162	23	175	12	115	62	36	76	108
		22%	29% bc	16%	18%	22%	17%	21%	24%	22%	21%	21%	22%	21%
Answered		863	331	317	155	724	136	814	49	529	304	170	350	510
Mean score		3.5	3.7 b	3.4	3.5	3.6	3.4	3.5	3.4	3.6 b	3.4	3.5	3.5	3.5
Standard deviation		1.09	1.11	1.05	1.03	1.09	1.09	1.08	1.16	1.04	1.14	1.10	1.09	1.09
Standard error		.04	.06	.06	.08	.04	.10	.04	.17	.05	.07	.09	.06	.05

Q32E. Please give a star rating to show how much you like Smooth Radio

Base : Those who have listened to Any Smooth Radio in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			*a	b	*c	a	b	a	*b	^c	^d	a	*b	*c	*d
Unweighted total		281	72	126	83	149	132	201	40	24	16	125	60	61	34
Effective Weighted Sample		241	62	109	71	128	114	195	36	22	16	108	53	55	31
Total		295	77	126	92	159	136	256	26	9	3	105	69	75	44
1 star	(1.0)	32	8	16	9	18	14	28	2	**	**	6	11	6	9
		11%	11%	12%	9%	11%	10%	11%	8%	**	**	6%	16% a	8%	20% a
2 stars	(2.0)	48	14	20	15	21	28	40	5	**	**	19	11	13	5
		16%	18%	16%	16%	13%	20%	16%	21%	**	**	19%	16%	17%	11%
3 stars	(3.0)	92	27	38	26	54	38	82	7	**	**	33	17	27	13
		31%	36%	30%	28%	34%	28%	32%	28%	**	**	32%	24%	36%	30%
4 stars	(4.0)	74	17	28	28	40	34	61	7	**	**	25	20	17	11
		25%	22%	22%	31%	25%	25%	24%	28%	**	**	24%	28%	23%	25%
5 stars	(5.0)	49	10	25	15	26	23	45	4	**	**	21	11	11	6
		17%	13%	19%	16%	17%	17%	17%	15%	**	**	20%	16%	15%	14%
Answered		295	77	126	92	159	136	256	26	**	**	105	69	75	44
Mean score		3.2	3.1	3.2	3.3	3.2	3.2	3.2	3.2	**	**	3.3	3.1	3.2	3.0
Standard deviation		1.22	1.17	1.27	1.19	1.21	1.23	1.22	1.19	**	**	1.16	1.31	1.15	1.32
Standard error		.07	.14	.11	.13	.10	.11	.09	.19	**	**	.10	.17	.15	.23

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q32E. Please give a star rating to show how much you like Smooth Radio

Base : Those who have listened to Any Smooth Radio in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH		
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			*a	b	*c	a	*b	a	^b	a	*b	*c	*a	b
Unweighted total		281	84	106	73	228	50	273	8	204	68	69	91	188
Effective Weighted Sample		241	73	91	64	193	46	234	7	172	61	58	75	164
Total		295	94	112	69	234	56	286	9	210	75	71	90	202
1 star	(1.0)	32	12	14	6	25	5	30	**	19	13	6	12	21
		11%	13%	13%	8%	11%	9%	11%	**	9%	18%	8%	13%	10%
2 stars	(2.0)	48	16	12	15	38	10	48	**	35	13	17	6	41
		16%	17%	10%	21%	16%	18%	17%	**	17%	17%	24%	7%	20% a
3 stars	(3.0)	92	27	29	27	72	19	88	**	53	31	17	35	57
		31%	28%	26%	39%	31%	33%	31%	**	25%	42% ac	23%	38%	28%
4 stars	(4.0)	74	28	31	11	58	13	71	**	62	9	22	24	49
		25%	29%	28%	16%	25%	24%	25%	**	30% b	12%	30% b	27%	24%
5 stars	(5.0)	49	12	26	11	40	9	49	**	40	9	10	14	34
		17%	13%	23%	16%	17%	16%	17%	**	19%	11%	15%	15%	17%
Answered		295	94	112	69	234	56	286	**	210	75	71	90	202
Mean score		3.2	3.1	3.4	3.1	3.2	3.2	3.2	**	3.3 b	2.8	3.2	3.2	3.2
Standard deviation		1.22	1.22	1.30	1.16	1.22	1.19	1.22	**	1.22	1.20	1.19	1.19	1.23
Standard error		.07	.13	.13	.14	.08	.17	.07	**	.09	.15	.14	.12	.09

Q32F. Please give a star rating to show how much you like Kiss radio

Base : Those who have listened to Any Kiss radio in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	*b	*c	*d	a	b	c	d
Unweighted total		624	164	242	218	283	341	419	52	85	68	213	138	140	130
Effective Weighted Sample		512	136	203	173	232	280	406	47	78	67	181	111	120	109
Total		636	164	253	218	287	348	549	35	35	16	176	147	157	153
1 star	(1.0)	16	5	6	4	5	10	13	1	1	-	4	4	4	3
		2%	3%	3%	2%	2%	3%	2%	4%	3%	-%	2%	3%	3%	2%
2 stars	(2.0)	64	20	27	17	34	30	57	3	3	1	18	11	19	16
		10%	12%	11%	8%	12%	9%	10%	8%	8%	9%	10%	7%	12%	10%
3 stars	(3.0)	192	50	70	72	97	95	159	15	13	6	41	50	47	54
		30%	30%	28%	33%	34%	27%	29%	42%	36%	35%	23%	34%	30%	36% a
4 stars	(4.0)	188	54	73	61	86	102	163	10	11	4	60	49	46	32
		30%	33%	29%	28%	30%	29%	30%	29%	30%	26%	34% d	33% d	29%	21%
5 stars	(5.0)	176	36	76	64	65	111	157	6	8	5	53	34	41	47
		28%	22%	30%	29%	23%	32% a	29%	17%	23%	30%	30%	23%	26%	31%
Answered		636	164	253	218	287	348	549	35	35	16	176	147	157	153
Mean score		3.7	3.6	3.7	3.8	3.6	3.8 a	3.7	3.5	3.6	3.8	3.8	3.7	3.6	3.7
Standard deviation		1.06	1.06	1.08	1.02	1.02	1.08	1.06	1.02	1.03	1.01	1.04	1.00	1.08	1.09
Standard error		.04	.08	.07	.07	.06	.06	.05	.14	.11	.12	.07	.09	.09	.10

Q32F. Please give a star rating to show how much you like Kiss radio

Base : Those who have listened to Any Kiss radio in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
			a	b	c	a	b	a	*b	a	b	c	a	b
Significance Level: 95%														
Unweighted total		624	240	216	122	510	107	591	33	419	184	127	235	387
Effective Weighted Sample		512	197	174	105	409	96	484	29	340	155	105	196	314
Total		636	257	210	117	506	121	596	39	415	197	130	249	384
1 star	(1.0)	16	2	8	2	14	2	16	-	11	3	2	4	12
		2%	1%	4%	2%	3%	1%	3%	-%	3%	2%	1%	2%	3%
2 stars	(2.0)	64	23	23	15	46	16	61	3	42	22	12	25	39
		10%	9%	11%	13%	9%	13%	10%	9%	10%	11%	9%	10%	10%
3 stars	(3.0)	192	84	59	28	147	44	178	14	124	58	42	74	118
		30%	33%	28%	24%	29%	36%	30%	35%	30%	29%	32%	30%	31%
4 stars	(4.0)	188	67	70	36	153	31	178	10	126	56	41	71	116
		30%	26%	34%	31%	30%	25%	30%	26%	30%	28%	31%	29%	30%
5 stars	(5.0)	176	81	49	35	147	29	163	12	112	59	34	75	99
		28%	32%	23%	30%	29%	24%	27%	31%	27%	30%	26%	30%	26%
Answered		636	257	210	117	506	121	596	39	415	197	130	249	384
Mean score		3.7	3.8	3.6	3.7	3.7	3.6	3.7	3.8	3.7	3.7	3.7	3.8	3.7
Standard deviation		1.06	1.02	1.07	1.09	1.06	1.04	1.06	.99	1.06	1.05	1.00	1.04	1.06
Standard error		.04	.07	.07	.10	.05	.10	.04	.17	.05	.08	.09	.07	.05

Q32G. Please give a star rating to show how much you like Magic radio

Base : Those who have listened to Any Magic radio in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			*a	b	*c	a	b	a	*b	^c	*d	a	*b	*c	*d
Unweighted total		290	79	121	90	142	148	186	41	29	34	110	80	50	48
Effective Weighted Sample		238	65	102	71	115	123	180	39	27	34	94	64	42	41
Total		285	76	120	89	137	148	238	28	11	8	88	83	55	56
1 star	(1.0)	22	3	9	10	10	12	19	1	**	*	7	8	5	2
		8%	4%	7%	11%	7%	8%	8%	3%	**	6%	8%	9%	9%	4%
2 stars	(2.0)	46	8	19	20	16	30	38	5	**	1	14	15	11	6
		16%	11%	16%	22%	12%	20%	16%	19%	**	18%	16%	18%	21%	11%
3 stars	(3.0)	100	29	41	30	55	45	85	7	**	2	24	28	20	26
		35%	38%	34%	34%	40%	30%	36%	27%	**	31%	28%	34%	37%	46% a
4 stars	(4.0)	77	22	37	17	37	40	64	10	**	2	29	26	11	12
		27%	30%	31%	20%	27%	27%	27%	36%	**	20%	33%	31%	19%	21%
5 stars	(5.0)	39	13	14	12	19	20	32	4	**	2	14	6	8	10
		14%	17%	12%	13%	14%	14%	13%	15%	**	26%	16%	7%	14%	17%
Answered		285	76	120	89	137	148	238	28	**	8	88	83	55	56
Mean score		3.2	3.4	3.2	3.0	3.3	3.2	3.2	3.4	**	3.4	3.3	3.1	3.1	3.4
			c												
Standard deviation		1.12	1.04	1.09	1.19	1.08	1.15	1.12	1.08	**	1.29	1.16	1.08	1.16	1.04
Standard error		.07	.12	.10	.12	.09	.09	.08	.17	**	.22	.11	.12	.16	.15

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q32G. Please give a star rating to show how much you like Magic radio

Base : Those who have listened to Any Magic radio in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			*a	b	*c	a	*b	a	^b	a	*b	*c	*a	b
Unweighted total		290	87	113	77	247	42	282	8	198	80	62	94	196
Effective Weighted Sample		238	71	90	66	197	40	231	7	160	67	51	78	160
Total		285	91	110	68	232	51	276	9	188	85	59	90	194
1 star	(1.0)	22	8	6	8	17	5	21	**	16	6	7	6	16
		8%	9%	6%	12%	7%	10%	8%	**	9%	7%	11%	7%	8%
2 stars	(2.0)	46	7	17	13	39	7	45	**	23	21	9	21	25
		16%	8%	16%	19%	17%	14%	16%	**	12%	24% a	15%	23% b	13%
3 stars	(3.0)	100	36	44	17	81	19	97	**	65	33	18	29	71
		35%	40%	40%	25%	35%	38%	35%	**	34%	39%	30%	32%	36%
4 stars	(4.0)	77	24	29	20	61	16	75	**	54	18	21	25	52
		27%	26%	26%	29%	26%	31%	27%	**	29%	21%	35%	28%	27%
5 stars	(5.0)	39	15	14	10	34	3	39	**	30	7	5	8	30
		14%	17%	12%	15%	15%	7%	14%	**	16%	9%	8%	9%	16%
Answered		285	91	110	68	232	51	276	**	188	85	59	90	194
Mean score		3.2	3.3	3.2	3.2	3.2	3.1	3.2	**	3.3	3.0	3.1	3.1	3.3
Standard deviation		1.12	1.12	1.05	1.24	1.12	1.05	1.12	**	1.14	1.03	1.13	1.08	1.13
Standard error		.07	.12	.10	.14	.07	.16	.07	**	.08	.12	.14	.11	.08

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q33A. Please give a star rating to show how much you like BBC Sounds

Base : Those who have listened to BBC Sounds in the past month

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			*a	b	*c	a	b	a	*b	^c	^d	a	*b	*c	^d
Unweighted total		254	61	100	93	125	129	169	33	25	27	112	72	48	21
Effective Weighted Sample		211	51	87	74	104	107	163	32	23	27	96	61	40	18
Total		249	58	102	89	123	127	212	22	10	6	93	79	51	25
1 star	(1.0)	8	3	1	4	5	2	6	1	**	**	1	4	*	**
		3%	6%	1%	4%	4%	2%	3%	6%	**	**	1%	5%	1%	**
2 stars	(2.0)	22	4	5	13	5	18	19	2	**	**	6	7	8	**
		9%	7%	5%	15%	4%	14%	9%	7%	**	**	6%	9%	15%	**
3 stars	(3.0)	92	23	44	25	49	43	82	5	**	**	30	34	17	**
		37%	40%	43%	28%	40%	34%	39%	24%	**	**	33%	43%	33%	**
4 stars	(4.0)	79	16	30	33	41	38	67	8	**	**	33	21	18	**
		32%	28%	29%	36%	33%	30%	32%	35%	**	**	35%	27%	35%	**
5 stars	(5.0)	48	10	23	15	23	26	38	6	**	**	23	13	8	**
		19%	18%	22%	17%	18%	20%	18%	28%	**	**	25%	17%	16%	**
Answered		249	58	102	89	123	127	212	22	**	**	93	79	51	**
Mean score		3.6	3.5	3.7	3.5	3.6	3.5	3.5	3.7	**	**	3.8 b	3.4	3.5	**
Standard deviation		1.00	1.06	.90	1.07	.98	1.03	.98	1.16	**	**	.92	1.03	.96	**
Standard error		.06	.14	.09	.11	.09	.09	.08	.20	**	**	.09	.12	.14	**

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Prepared by Critical Research : 0203 643 9043

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Q33A. Please give a star rating to show how much you like BBC Sounds

Base : Those who have listened to BBC Sounds in the past month

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
			*a	b	*c	a	*b	a	^b	a	*b	*c	*a	b
Significance Level: 95%														
Unweighted total		254	64	114	69	221	31	254	-	202	48	44	59	193
Effective Weighted Sample		211	51	94	60	183	26	211	-	169	39	38	47	162
Total		249	62	115	65	216	31	249	-	201	44	47	54	194
1 star	(1.0)	8	3	4	1	8	-	8	**	4	3	1	4	4
		3%	5%	3%	1%	4%	-%	3%	**	2%	7%	2%	7%	2%
2 stars	(2.0)	22	4	9	9	18	4	22	**	19	3	6	4	18
		9%	7%	8%	14%	9%	13%	9%	**	10%	7%	12%	8%	9%
3 stars	(3.0)	92	29	42	18	80	10	92	**	70	18	18	15	76
		37%	47%	36%	27%	37%	34%	37%	**	35%	40%	39%	28%	39%
4 stars	(4.0)	79	13	45	19	67	10	79	**	66	12	17	16	63
		32%	22%	39%	30%	31%	34%	32%	**	33%	28%	37%	30%	33%
5 stars	(5.0)	48	12	16	18	42	6	48	**	41	8	5	15	33
		19%	19%	14%	28% b	20%	19%	19%	**	20%	17%	11%	27%	17%
Answered		249	62	115	65	216	31	249	**	201	44	47	54	194
Mean score		3.6	3.4	3.5	3.7	3.5	3.6	3.6	**	3.6	3.4	3.4	3.6	3.5
Standard deviation		1.00	1.05	.94	1.06	1.02	.96	1.00	**	.99	1.10	.90	1.18	.95
Standard error		.06	.13	.09	.13	.07	.17	.06	**	.07	.16	.14	.15	.07

Q33B. Please give a star rating to show how much you like Apple Music or Apple Podcasts

Base : Those who have listened to Apple Music or Apple Podcasts in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	*b	*c	*d	a	b	c	d
Unweighted total		613	166	249	198	285	328	371	69	83	90	195	195	110	111
Effective Weighted Sample		485	133	199	153	218	267	360	65	76	89	163	150	88	91
Total		586	160	238	188	260	326	486	46	32	22	155	190	110	127
1 star	(1.0)	13	4	7	2	6	7	12	-	1	1	*	5	4	4
		2%	3%	3%	1%	2%	2%	2%	-%	3%	3%	*%	3%	4% a	3%
2 stars	(2.0)	45	19	15	10	20	25	37	5	3	*	12	11	11	10
		8%	12%	6%	6%	8%	8%	8%	11% d	8%	2%	7%	6%	10%	8%
3 stars	(3.0)	150	41	70	39	82	68	125	12	9	5	31	52	36	30
		26%	26%	29%	21%	32% b	21%	26%	25%	28%	23%	20%	27%	32% a	24%
4 stars	(4.0)	178	54	69	54	72	106	147	12	8	10	54	55	23	45
		30%	34%	29%	29%	28%	32%	30%	25%	26%	47% abc	35% c	29%	21%	35% c
5 stars	(5.0)	200	41	76	82	80	120	165	18	11	5	58	67	36	39
		34%	26%	32%	44% ab	31%	37%	34%	39%	34%	25%	37%	35%	33%	30%
Answered		586	160	238	188	260	326	486	46	32	22	155	190	110	127
Mean score		3.9	3.7	3.8	4.1 ab	3.8	3.9	3.9	3.9	3.8	3.9	4.0 c	3.9	3.7	3.8
Standard deviation		1.05	1.07	1.06	.97	1.05	1.04	1.05	1.04	1.12	.93	.95	1.04	1.15	1.04
Standard error		.04	.08	.07	.07	.06	.06	.05	.13	.12	.10	.07	.07	.11	.10

Q33B. Please give a star rating to show how much you like Apple Music or Apple Podcasts

Base : Those who have listened to Apple Music or Apple Podcasts in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
			a	b	c	a	*b	a	*b	a	b	c	a	b
Significance Level: 95%														
Unweighted total		613	231	219	126	513	96	575	38	377	217	130	247	364
Effective Weighted Sample		485	183	168	106	395	87	455	30	303	168	104	190	293
Total		586	235	199	116	470	110	547	39	367	203	128	230	353
1 star	(1.0)	13	8	4	2	7	6	13	-	7	6	2	6	7
		2%	3%	2%	1%	2%	5% a	2%	-%	2%	3%	1%	3%	2%
2 stars	(2.0)	45	21	12	8	35	8	43	2	19	24	7	18	27
		8%	9%	6%	7%	7%	8%	8%	5%	5%	12% a	5%	8%	8%
3 stars	(3.0)	150	62	48	27	123	27	141	9	93	54	44	55	95
		26%	26%	24%	24%	26%	25%	26%	25%	25%	27%	35%	24%	27%
4 stars	(4.0)	178	67	63	40	141	35	166	11	110	62	42	81	96
		30%	29%	32%	34%	30%	32%	30%	29%	30%	31%	33%	35%	27%
5 stars	(5.0)	200	77	72	39	164	34	184	16	137	56	33	71	127
		34%	33%	36%	33%	35%	30%	34%	41%	37% bc	28%	26%	31%	36%
Answered		586	235	199	116	470	110	547	39	367	203	128	230	353
Mean score		3.9	3.8	3.9	3.9	3.9	3.7	3.8	4.1	4.0 b	3.7	3.8	3.8	3.9
Standard deviation		1.05	1.10	1.01	1.00	1.02	1.13	1.05	.94	1.01	1.09	.95	1.03	1.05
Standard error		.04	.07	.07	.09	.05	.12	.04	.15	.05	.07	.08	.07	.06

Q33C. Please give a star rating to show how much you like Google Play Music or Google Podcasts

Base : Those who have listened to Google Play Music or Google Podcasts in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	*b	*c	*d	a	b	c	d
Unweighted total		539	172	200	167	276	263	331	72	78	58	161	139	102	134
Effective Weighted Sample		436	143	167	127	226	211	321	66	73	57	136	111	82	115
Total		532	178	206	148	278	254	437	49	33	14	129	140	102	159
1 star	(1.0)	22	8	11	3	9	13	18	2	1	*	3	6	5	9
		4%	5%	5%	2%	3%	5%	4%	5%	4%	1%	2%	4%	5%	5%
2 stars	(2.0)	55	18	18	19	24	30	46	6	3	1	13	16	12	14
		10%	10%	9%	13%	9%	12%	10%	11%	9%	4%	10%	12%	11%	9%
3 stars	(3.0)	193	56	73	64	103	91	158	18	13	4	41	59	38	54
		36%	32%	36%	43%	37%	36%	36%	37%	40%	29%	32%	42%	38%	34%
4 stars	(4.0)	150	47	59	44	79	71	124	12	9	4	43	36	25	46
		28%	27%	28%	29%	29%	28%	28%	26%	28%	32%	33%	26%	24%	29%
5 stars	(5.0)	112	48	45	19	63	49	91	10	6	5	30	22	22	37
		21%	27%	22%	13%	23%	19%	21%	21%	18%	33%	23%	16%	22%	23%
			c	c	a						a				
Answered		532	178	206	148	278	254	437	49	33	14	129	140	102	159
Mean score		3.5	3.6	3.5	3.4	3.6	3.4	3.5	3.5	3.5	3.9	3.7	3.4	3.5	3.6
											abc	b			
Standard deviation		1.06	1.13	1.09	.93	1.03	1.09	1.06	1.10	1.04	.99	1.01	1.02	1.10	1.10
Standard error		.05	.09	.08	.07	.06	.07	.06	.13	.12	.13	.08	.09	.11	.10

Q33C. Please give a star rating to show how much you like Google Play Music or Google Podcasts

Base : Those who have listened to Google Play Music or Google Podcasts in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	*b	a	*b	a	b	c	a	b
Unweighted total		539	219	191	101	440	97	505	34	324	200	117	223	313
Effective Weighted Sample		436	182	149	85	347	88	409	27	264	161	99	179	255
Total		532	234	178	90	417	112	498	34	321	197	124	218	310
1 star	(1.0)	22	12	5	1	18	3	22	-	10	12	4	8	14
		4%	5%	3%	2%	4%	2%	4%	-%	3%	6%	4%	4%	4%
2 stars	(2.0)	55	28	17	8	48	7	48	7	32	23	5	22	33
		10%	12%	10%	8%	11%	6%	10%	19%	10%	11% c	4%	10%	11%
3 stars	(3.0)	193	84	72	29	151	42	179	14	107	80	45	70	120
		36%	36%	40%	33%	36%	38%	36%	41%	33%	40%	36%	32%	39%
4 stars	(4.0)	150	61	51	28	116	34	141	9	102	48	39	65	85
		28%	26%	29%	31%	28%	30%	28%	25%	32%	24%	31%	30%	27%
5 stars	(5.0)	112	50	33	24	85	26	107	5	71	34	31	53	59
		21%	21%	18%	26%	20%	23%	22%	14%	22%	17%	25%	24%	19%
Answered		532	234	178	90	417	112	498	34	321	197	124	218	310
Mean score		3.5	3.5	3.5	3.7	3.5	3.7	3.5	3.3	3.6 b	3.4	3.7 b	3.6	3.5
Standard deviation		1.06	1.11	1.00	1.00	1.07	.98	1.07	.96	1.03	1.09	1.01	1.08	1.05
Standard error		.05	.07	.07	.10	.05	.10	.05	.17	.06	.08	.09	.07	.06

Q33D. Please give a star rating to show how much you like GlobalPlayer

Base : Those who have listened to GlobalPlayer in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
			^a	^b	^c	^a	^b	^a	^b	^c	^d	^a	^b	^c	^d
Significance Level: 95%															
Unweighted total		66	19	33	14	37	29	46	10	4	6	38	14	10	4
Effective Weighted Sample		56	17	29	10	31	25	44	10	4	6	34	11	9	4
Total		63	19	33	11	33	30	54	6	1	1	31	14	12	6
1 star	(1.0)	7	**	1	**	4	**	7	**	**	**	3	**	**	**
		11%	**	3%	**	13%	**	12%	**	**	**	9%	**	**	**
2 stars	(2.0)	5	**	4	**	4	**	4	**	**	**	5	**	**	**
		8%	**	12%	**	12%	**	7%	**	**	**	15%	**	**	**
3 stars	(3.0)	17	**	8	**	8	**	15	**	**	**	9	**	**	**
		27%	**	24%	**	25%	**	28%	**	**	**	28%	**	**	**
4 stars	(4.0)	24	**	14	**	13	**	19	**	**	**	9	**	**	**
		37%	**	42%	**	38%	**	35%	**	**	**	30%	**	**	**
5 stars	(5.0)	11	**	6	**	4	**	9	**	**	**	6	**	**	**
		17%	**	19%	**	13%	**	17%	**	**	**	20%	**	**	**
Answered		63	**	33	**	33	**	54	**	**	**	31	**	**	**
Mean score		3.4	**	3.6	**	3.3	**	3.4	**	**	**	3.4	**	**	**
Standard deviation		1.19	**	1.03	**	1.22	**	1.22	**	**	**	1.21	**	**	**
Standard error		.15	**	.18	**	.20	**	.18	**	**	**	.20	**	**	**

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q33D. Please give a star rating to show how much you like GlobalPlayer

Base : Those who have listened to GlobalPlayer in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH		
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			^a	^b	^c	*a	^b	*a	^b	*a	^b	^c	^a	*b
Unweighted total		66	16	25	25	55	11	63	3	49	17	12	22	44
Effective Weighted Sample		56	15	20	22	46	10	54	3	41	15	11	18	38
Total		63	20	21	23	53	11	61	2	46	18	13	21	42
1 star	(1.0)	7	**	**	**	6	**	7	**	3	**	**	**	4
		11%	**	**	**	11%	**	11%	**	7%	**	**	**	10%
2 stars	(2.0)	5	**	**	**	3	**	4	**	1	**	**	**	3
		8%	**	**	**	6%	**	7%	**	2%	**	**	**	8%
3 stars	(3.0)	17	**	**	**	13	**	16	**	14	**	**	**	13
		27%	**	**	**	25%	**	26%	**	30%	**	**	**	30%
4 stars	(4.0)	24	**	**	**	21	**	24	**	19	**	**	**	16
		37%	**	**	**	40%	**	39%	**	41%	**	**	**	37%
5 stars	(5.0)	11	**	**	**	10	**	11	**	9	**	**	**	6
		17%	**	**	**	18%	**	17%	**	20%	**	**	**	14%
Answered		63	**	**	**	53	**	61	**	46	**	**	**	42
Mean score		3.4	**	**	**	3.5	**	3.4	**	3.7	**	**	**	3.4
Standard deviation		1.19	**	**	**	1.18	**	1.20	**	1.05	**	**	**	1.15
Standard error		.15	**	**	**	.16	**	.15	**	.15	**	**	**	.17

Q33E. Please give a star rating to show how much you like RadioPlayer

Base : Those who have listened to RadioPlayer in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
			^a	^b	^c	^a	^b	^a	^b	^c	^d	^a	^b	^c	^d
Significance Level: 95%															
Unweighted total		60	17	28	15	38	22	41	10	4	5	27	15	12	6
Effective Weighted Sample		51	15	23	13	32	20	40	10	4	5	25	13	9	5
Total		60	17	26	17	35	25	51	6	2	1	23	18	11	7
1 star	(1.0)	5	**	**	**	2	**	5	**	**	**	**	**	**	**
		9%	**	**	**	6%	**	10%	**	**	**	**	**	**	**
2 stars	(2.0)	5	**	**	**	3	**	4	**	**	**	**	**	**	**
		8%	**	**	**	9%	**	9%	**	**	**	**	**	**	**
3 stars	(3.0)	16	**	**	**	11	**	14	**	**	**	**	**	**	**
		27%	**	**	**	31%	**	27%	**	**	**	**	**	**	**
4 stars	(4.0)	25	**	**	**	13	**	22	**	**	**	**	**	**	**
		41%	**	**	**	38%	**	43%	**	**	**	**	**	**	**
5 stars	(5.0)	10	**	**	**	6	**	6	**	**	**	**	**	**	**
		16%	**	**	**	17%	**	12%	**	**	**	**	**	**	**
Answered		60	**	**	**	35	**	51	**	**	**	**	**	**	**
Mean score		3.5	**	**	**	3.5	**	3.4	**	**	**	**	**	**	**
Standard deviation		1.12	**	**	**	1.06	**	1.12	**	**	**	**	**	**	**
Standard error		.15	**	**	**	.17	**	.18	**	**	**	**	**	**	**

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Prepared by Critical Research : 0203 643 9043

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Q33E. Please give a star rating to show how much you like RadioPlayer

Base : Those who have listened to RadioPlayer in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH		
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			^a	^b	^c	*a	^b	*a	^b	*a	^b	^c	^a	*b
Unweighted total		60	20	22	17	48	12	59	1	50	10	14	25	35
Effective Weighted Sample		51	18	19	14	40	11	50	1	42	9	12	23	28
Total		60	22	22	15	46	14	59	2	49	12	12	26	34
1 star	(1.0)	5	**	**	**	4	**	5	**	3	**	**	**	2
		9%	**	**	**	8%	**	9%	**	5%	**	**	**	5%
2 stars	(2.0)	5	**	**	**	2	**	3	**	2	**	**	**	3
		8%	**	**	**	4%	**	5%	**	4%	**	**	**	9%
3 stars	(3.0)	16	**	**	**	13	**	16	**	16	**	**	**	13
		27%	**	**	**	29%	**	28%	**	33%	**	**	**	37%
4 stars	(4.0)	25	**	**	**	19	**	25	**	19	**	**	**	15
		41%	**	**	**	42%	**	42%	**	38%	**	**	**	42%
5 stars	(5.0)	10	**	**	**	8	**	10	**	10	**	**	**	2
		16%	**	**	**	17%	**	16%	**	20%	**	**	**	7%
Answered		60	**	**	**	46	**	59	**	49	**	**	**	34
Mean score		3.5	**	**	**	3.6	**	3.5	**	3.6	**	**	**	3.4
Standard deviation		1.12	**	**	**	1.09	**	1.11	**	1.02	**	**	**	.93
Standard error		.15	**	**	**	.16	**	.14	**	.14	**	**	**	.16

Q33F. Please give a star rating to show how much you like Spotify

Base : Those who have listened to Spotify in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total		1287	359	512	416	624	663	754	193	173	167	380	376	241	280
Effective Weighted Sample		1019	289	407	323	490	529	733	177	159	165	312	293	198	230
Total		1237	350	484	403	595	642	1004	124	68	40	291	371	251	315
1 star	(1.0)	10	2	3	5	3	7	8	1	1	*	2	4	1	4
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2 stars	(2.0)	35	11	10	14	20	15	27	4	3	1	8	10	5	13
		3%	3%	2%	3%	3%	2%	3%	3%	4%	2%	3%	3%	2%	4%
3 stars	(3.0)	183	55	76	52	74	109	151	15	13	5	38	53	36	55
		15%	16%	16%	13%	12%	17%	15%	12%	18%	13%	13%	14%	14%	17%
4 stars	(4.0)	334	108	123	102	167	166	275	29	21	8	68	107	79	79
		27%	31%	25%	25%	28%	26%	27%	23%	31% d	21%	23%	29%	31% a	25%
5 stars	(5.0)	674	173	271	230	330	344	543	76	31	25	176	197	131	164
		55%	49%	56%	57%	55%	54%	54% c	61% c	45%	63% ac	60%	53%	52%	52%
Answered		1237	350	484	403	595	642	1004	124	68	40	291	371	251	315
Mean score		4.3	4.3	4.3	4.3	4.3	4.3	4.3 c	4.4 c	4.1	4.4 c	4.4 d	4.3	4.3	4.2
Standard deviation		.89	.88	.86	.91	.86	.91	.88	.87	.96	.90	.86	.89	.81	.96
Standard error		.02	.05	.04	.04	.03	.04	.03	.06	.07	.07	.04	.05	.05	.06

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

Q33F. Please give a star rating to show how much you like Spotify

Base : Those who have listened to Spotify in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
			a	b	c	a	b	a	b	a	b	c	a	b
Significance Level: 95%														
Unweighted total		1287	458	483	235	1091	185	1179	108	742	501	255	619	661
Effective Weighted Sample		1019	367	378	192	844	166	936	83	589	396	201	487	526
Total		1237	473	449	202	1007	215	1135	102	711	486	243	592	637
1 star	(1.0)	10	3	4	2	8	2	10	1	3	7	-	5	6
		1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	0%	1%	1%
2 stars	(2.0)	35	16	14	4	32	3	33	2	19	13	4	17	18
		3%	3%	3%	2%	3%	1%	3%	2%	3%	3%	2%	3%	3%
3 stars	(3.0)	183	72	70	27	149	31	162	21	87	90	29	102	78
		15%	15%	16%	14%	15%	15%	14%	21%	12%	18% ac	12%	17% b	12%
4 stars	(4.0)	334	122	135	48	273	57	318	16	203	122	75	174	159
		27%	26%	30%	24%	27%	27%	28% b	15%	29%	25%	31%	29%	25%
5 stars	(5.0)	674	260	226	121	544	121	612	62	399	255	135	294	377
		55%	55%	50%	60% b	54%	56%	54%	61%	56%	52%	56%	50%	59% a
Answered		1237	473	449	202	1007	215	1135	102	711	486	243	592	637
Mean score		4.3	4.3	4.3	4.4	4.3	4.4	4.3	4.3	4.4 b	4.2	4.4 b	4.2	4.4 a
Standard deviation		.89	.90	.89	.87	.89	.85	.88	.91	.83	.94	.76	.89	.87
Standard error		.02	.04	.04	.06	.03	.06	.03	.09	.03	.04	.05	.04	.03

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

Q33G. Please give a star rating to show how much you like Deezer

Base : Those who have listened to Deezer in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			*a	*b	*c	a	b	a	*b	^c	^d	*a	*b	*c	*d
Unweighted total		222	56	88	78	107	115	146	33	18	25	72	47	53	49
Effective Weighted Sample		182	47	73	63	87	95	142	29	17	25	60	38	45	43
Total		228	60	88	79	110	118	194	20	8	6	57	48	58	64
1 star	(1.0)	10	3	3	4	5	5	9	1	**	**	3	3	2	3
		5%	6%	3%	5%	4%	5%	5%	4%	**	**	5%	5%	3%	5%
2 stars	(2.0)	31	8	18	6	10	22	27	1	**	**	6	5	12	9
		14%	13%	20% c	8%	9%	18%	14%	4%	**	**	10%	9%	20%	15%
3 stars	(3.0)	84	29	29	26	44	40	68	10	**	**	18	20	18	27
		37%	49%	33%	33%	40%	34%	35%	50%	**	**	32%	42%	31%	43%
4 stars	(4.0)	52	11	20	21	28	24	48	2	**	**	11	9	15	15
		23%	18%	23%	26%	26%	20%	25%	9%	**	**	19%	19%	26%	24%
5 stars	(5.0)	51	9	19	23	23	27	42	7	**	**	19	12	12	9
		22%	15%	22%	29%	21%	23%	22%	33%	**	**	33% d	24%	20%	14%
Answered		228	60	88	79	110	118	194	20	**	**	57	48	58	64
Mean score		3.4	3.2	3.4	3.7	3.5	3.4	3.4	3.6	**	**	3.6	3.5	3.4	3.3
Standard deviation		1.11	1.04	1.13	1.13	1.06	1.17	1.12	1.13	**	**	1.19	1.13	1.11	1.03
Standard error		.07	.14	.12	.13	.10	.11	.09	.20	**	**	.14	.16	.15	.15

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q33G. Please give a star rating to show how much you like Deezer

Base : Those who have listened to Deezer in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
			*a	*b	*c	a	*b	a	^b	a	*b	*c	*a	b
Significance Level: 95%														
Unweighted total		222	90	81	36	189	33	210	12	148	68	55	77	145
Effective Weighted Sample		182	75	66	30	153	29	173	10	121	56	45	63	120
Total		228	101	80	31	191	37	217	11	151	70	59	77	151
1 star	(1.0)	10	7	2	2	6	5	10	**	8	3	2	2	9
		5%	7%	2%	6%	3%	12% a	5%	**	5%	4%	3%	2%	6%
2 stars	(2.0)	31	13	15	3	27	4	30	**	22	6	9	8	24
		14%	13%	19%	9%	14%	11%	14%	**	14%	9%	16%	10%	16%
3 stars	(3.0)	84	36	24	15	74	10	77	**	50	30	24	34	50
		37%	36%	30%	48%	39%	27%	35%	**	33%	42%	41%	45%	33%
4 stars	(4.0)	52	25	21	3	42	10	51	**	33	19	12	19	33
		23%	25%	26%	9%	22%	26%	23%	**	22%	28%	21%	25%	22%
5 stars	(5.0)	51	19	18	9	42	9	49	**	39	12	12	15	36
		22%	19%	23%	28%	22%	24%	23%	**	26%	17%	20%	19%	24%
Answered		228	101	80	31	191	37	217	**	151	70	59	77	151
Mean score		3.4	3.4	3.5	3.4	3.5	3.4	3.5	**	3.5	3.5	3.4	3.5	3.4
Standard deviation		1.11	1.14	1.11	1.19	1.08	1.31	1.13	**	1.17	1.00	1.07	.98	1.18
Standard error		.07	.12	.12	.20	.08	.23	.08	**	.10	.12	.14	.11	.10

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q33H. Please give a star rating to show how much you like Amazon Music

Base : Those who have listened to Amazon Music in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	*c	*d	a	b	c	d
Unweighted total		702	221	284	197	341	361	413	105	91	93	229	196	129	146
Effective Weighted Sample		557	176	230	150	272	284	400	96	84	92	195	145	106	120
Total		663	212	271	179	328	334	537	69	35	22	185	179	132	165
1 star	(1.0)	8	3	1	4	4	4	5	1	1	1	2	2	1	3
		1%	1%	1%	2%	1%	1%	1%	2%	3%	2%	1%	1%	1%	2%
2 stars	(2.0)	31	9	14	8	16	15	24	5	1	1	10	9	5	7
		5%	4%	5%	4%	5%	4%	4%	7%	2%	4%	5%	5%	4%	4%
3 stars	(3.0)	166	54	61	51	90	76	133	20	9	4	40	49	38	39
		25%	25%	23%	28%	27%	23%	25%	28%	25%	20%	22%	28%	29%	24%
4 stars	(4.0)	218	72	93	53	107	111	179	20	14	6	65	58	44	50
		33%	34%	34%	30%	33%	33%	33%	28%	39%	29%	35%	32%	34%	30%
5 stars	(5.0)	240	74	101	64	111	128	196	24	10	10	68	61	44	67
		36%	35%	37%	36%	34%	38%	36%	34%	30%	45% c	37%	34%	33%	40%
Answered		663	212	271	179	328	334	537	69	35	22	185	179	132	165
Mean score		4.0	4.0	4.0	3.9	3.9	4.0	4.0	3.9	3.9	4.1	4.0	3.9	3.9	4.0
Standard deviation		.95	.95	.93	1.00	.95	.95	.94	1.03	.98	1.04	.94	.96	.93	.98
Standard error		.04	.06	.06	.07	.05	.05	.05	.10	.10	.11	.06	.07	.08	.08

Q33H. Please give a star rating to show how much you like Amazon Music

Base : Those who have listened to Amazon Music in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	*b	a	*b	a	b	c	a	b
Unweighted total		702	261	261	138	623	77	663	39	424	256	134	290	408
Effective Weighted Sample		557	210	199	118	486	69	527	30	335	205	104	226	327
Total		663	269	230	123	579	82	626	37	394	248	124	264	395
1 star	(1.0)	8	4	2	1	6	2	8	*	3	3	*	4	4
		1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	*%	2%	1%
2 stars	(2.0)	31	7	13	10	24	7	30	*	16	15	6	10	21
		5%	3%	6%	8%	4%	8%	5%	1%	4%	6%	5%	4%	5%
3 stars	(3.0)	166	68	53	33	147	18	155	11	101	58	35	69	95
		25%	25%	23%	27%	25%	22%	25%	30%	26%	23%	28%	26%	24%
4 stars	(4.0)	218	80	79	42	193	26	206	13	130	86	42	78	140
		33%	30%	34%	34%	33%	32%	33%	34%	33%	35%	34%	29%	35%
5 stars	(5.0)	240	110	83	37	210	29	227	13	144	85	40	103	136
		36%	41%	36%	30%	36%	35%	36%	35%	37%	35%	33%	39%	34%
Answered		663	269	230	123	579	82	626	37	394	248	124	264	395
Mean score		4.0	4.1	4.0	3.9	4.0	3.9	4.0	4.0	4.0	4.0	3.9	4.0	4.0
Standard deviation		.95	.95	.95	.97	.93	1.07	.96	.87	.93	.96	.91	.98	.94
Standard error		.04	.06	.06	.08	.04	.12	.04	.14	.05	.06	.08	.06	.05

Q33l. Please give a star rating to show how much you like Tidal

Base : Those who have listened to Tidal in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP				
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			^a	^b	^c	^a	^b	^a	^b	^c	^d	^a	^b	^c	^d
Unweighted total		50	10	24	16	27	23	31	6	-	13	29	6	6	9
Effective Weighted Sample		39	8	18	12	20	19	30	6	-	13	24	5	5	7
Total		44	9	21	14	23	21	38	4	-	3	22	6	7	10
1 star	(1.0)	4	**	**	**	**	**	4	**	**	**	**	**	**	**
		8%	**	**	**	**	**	9%	**	**	**	**	**	**	**
2 stars	(2.0)	1	**	**	**	**	**	1	**	**	**	**	**	**	**
		3%	**	**	**	**	**	3%	**	**	**	**	**	**	**
3 stars	(3.0)	19	**	**	**	**	**	17	**	**	**	**	**	**	**
		42%	**	**	**	**	**	44%	**	**	**	**	**	**	**
4 stars	(4.0)	14	**	**	**	**	**	11	**	**	**	**	**	**	**
		31%	**	**	**	**	**	29%	**	**	**	**	**	**	**
5 stars	(5.0)	7	**	**	**	**	**	6	**	**	**	**	**	**	**
		15%	**	**	**	**	**	16%	**	**	**	**	**	**	**
Answered		44	**	**	**	**	**	38	**	**	**	**	**	**	**
Mean score		3.4	**	**	**	**	**	3.4	**	**	**	**	**	**	**
Standard deviation		1.06	**	**	**	**	**	1.09	**	**	**	**	**	**	**
Standard error		.15	**	**	**	**	**	.20	**	**	**	**	**	**	**

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Prepared by Critical Research : 0203 643 9043

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Q33l. Please give a star rating to show how much you like Tidal

Base : Those who have listened to Tidal in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH		
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			^a	^b	^c	*a	^b	*a	^b	*a	^b	^c	^a	*b
Unweighted total		50	14	22	12	41	9	47	3	39	8	15	16	34
Effective Weighted Sample		39	12	15	11	31	8	36	3	30	6	11	12	27
Total		44	15	17	11	34	11	40	4	33	8	12	14	30
1 star	(1.0)	4	**	**	**	3	**	4	**	1	**	**	**	1
		8%	**	**	**	7%	**	9%	**	3%	**	**	**	3%
2 stars	(2.0)	1	**	**	**	1	**	1	**	1	**	**	**	1
		3%	**	**	**	4%	**	4%	**	4%	**	**	**	5%
3 stars	(3.0)	19	**	**	**	16	**	14	**	13	**	**	**	14
		42%	**	**	**	48%	**	36%	**	41%	**	**	**	47%
4 stars	(4.0)	14	**	**	**	8	**	14	**	13	**	**	**	10
		31%	**	**	**	24%	**	35%	**	40%	**	**	**	34%
5 stars	(5.0)	7	**	**	**	5	**	7	**	4	**	**	**	3
		15%	**	**	**	16%	**	17%	**	11%	**	**	**	11%
Answered		44	**	**	**	34	**	40	**	33	**	**	**	30
Mean score		3.4	**	**	**	3.4	**	3.5	**	3.5	**	**	**	3.5
Standard deviation		1.06	**	**	**	1.05	**	1.10	**	.88	**	**	**	.89
Standard error		.15	**	**	**	.16	**	.16	**	.14	**	**	**	.15

Q33J. Please give a star rating to show how much you like YouTube Music

Base : Those who have listened to YouTube Music in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total		1036	306	404	326	492	544	618	136	140	142	296	275	223	235
Effective Weighted Sample		821	247	320	254	383	439	601	125	130	140	242	215	178	198
Total		1000	305	385	311	465	535	822	88	57	34	226	274	222	272
1 star	(1.0)	11	4	4	2	2	9	7	3	1	*	1	3	4	3
		1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	2%	1%
									a						
2 stars	(2.0)	43	11	20	12	18	25	35	4	4	1	13	7	11	12
		4%	4%	5%	4%	4%	5%	4%	5%	6%	2%	6%	2%	5%	5%
3 stars	(3.0)	172	48	63	61	67	105	142	19	8	4	35	68	41	26
		17%	16%	16%	20%	14%	20%	17%	21%	14%	11%	16%	25%	19%	10%
							a		d				ad	d	
4 stars	(4.0)	326	98	128	100	168	158	269	29	17	12	87	86	58	92
		33%	32%	33%	32%	36%	29%	33%	33%	30%	34%	39%	31%	26%	34%
						b						c			
5 stars	(5.0)	449	144	170	135	210	238	370	33	28	18	89	110	109	139
		45%	47%	44%	43%	45%	45%	45%	38%	49%	53%	39%	40%	49%	51%
											b				ab
Answered		1000	305	385	311	465	535	822	88	57	34	226	274	222	272
Mean score		4.2	4.2	4.1	4.1	4.2	4.1	4.2	4.0	4.2	4.4	4.1	4.1	4.2	4.3
								b			ab				ab
Standard deviation		.93	.92	.95	.91	.86	.98	.92	1.04	.99	.82	.91	.92	1.00	.89
Standard error		.03	.05	.05	.05	.04	.04	.04	.09	.08	.07	.05	.06	.07	.06

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

Q33J. Please give a star rating to show how much you like YouTube Music

Base : Those who have listened to YouTube Music in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	b	a	*b	a	b	c	a	b
Unweighted total		1036	394	390	164	877	152	955	81	602	400	209	469	561
Effective Weighted Sample		821	314	303	135	676	139	758	63	482	313	166	367	448
Total		1000	398	359	147	815	177	920	80	584	384	203	449	544
1 star	(1.0)	11	3	4	1	7	2	11	-	6	5	2	6	4
		1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%
2 stars	(2.0)	43	14	14	8	39	4	40	3	21	18	8	17	25
		4%	3%	4%	6%	5%	2%	4%	4%	4%	5%	4%	4%	5%
3 stars	(3.0)	172	67	58	29	134	37	159	13	108	60	40	82	90
		17%	17%	16%	20%	16%	21%	17%	16%	19%	16%	20%	18%	17%
4 stars	(4.0)	326	113	123	52	260	63	303	23	206	107	75	147	176
		33%	28%	34%	36%	32%	36%	33%	28%	35% b	28%	37% b	33%	32%
5 stars	(5.0)	449	201	160	56	374	70	407	42	243	194	78	196	249
		45%	50% c	44%	38%	46%	40%	44%	52%	42%	51% ac	39%	44%	46%
Answered		1000	398	359	147	815	177	920	80	584	384	203	449	544
Mean score		4.2	4.2	4.2	4.1	4.2	4.1	4.1	4.3	4.1	4.2	4.1	4.1	4.2
			c											
Standard deviation		.93	.91	.91	.93	.93	.88	.93	.88	.91	.96	.90	.94	.92
Standard error		.03	.05	.05	.07	.03	.07	.03	.10	.04	.05	.06	.04	.04

Q33K. Please give a star rating to show how much you like SoundCloud

Base : Those who have listened to SoundCloud in the past month (and who were selected to answer this question)

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			*a	b	c	a	b	a	*b	*c	*d	a	b	*c	*d
Unweighted total		435	95	159	181	202	233	236	72	51	76	149	108	86	89
Effective Weighted Sample		335	75	124	136	154	181	229	66	47	75	114	89	65	72
Total		397	88	148	161	182	215	313	47	20	18	107	116	77	95
1 star	(1.0)	21	4	8	9	11	10	15	5	1	*	6	7	2	5
		5%	4%	5%	6%	6%	4%	5%	10%	3%	3%	6%	6%	2%	6%
2 stars	(2.0)	29	6	9	13	13	16	23	2	3	1	7	11	6	4
		7%	7%	6%	8%	7%	7%	7%	5%	15% d	4%	7%	10%	8%	4%
3 stars	(3.0)	116	32	42	41	55	61	95	12	5	4	25	33	26	30
		29%	37%	28%	26%	30%	28%	31%	26%	22%	21%	24%	28%	34%	31%
4 stars	(4.0)	132	24	51	57	52	80	101	14	9	8	34	39	27	33
		33%	27%	34%	36%	29%	37%	32%	31%	43%	43%	31%	33%	35%	34%
5 stars	(5.0)	100	22	38	40	51	49	78	13	3	5	35	26	16	23
		25%	25%	26%	25%	28%	23%	25%	28%	17%	29%	32%	23%	21%	24%
Answered		397	88	148	161	182	215	313	47	20	18	107	116	77	95
Mean score		3.7	3.6	3.7	3.7	3.7	3.7	3.7	3.6	3.6	3.9	3.8	3.6	3.6	3.7
Standard deviation		1.09	1.07	1.08	1.11	1.14	1.05	1.08	1.24	1.06	.98	1.15	1.12	.98	1.07
Standard error		.05	.11	.09	.08	.08	.07	.07	.15	.15	.11	.09	.11	.11	.11

Q33K. Please give a star rating to show how much you like SoundCloud

Base : Those who have listened to SoundCloud in the past month (and who were selected to answer this question)

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
			a	b	*c	a	*b	a	^b	a	b	*c	a	b
Significance Level: 95%														
Unweighted total		435	183	140	72	348	83	411	24	292	126	94	168	265
Effective Weighted Sample		335	143	108	57	257	75	314	20	224	99	70	130	202
Total		397	180	124	61	292	100	373	24	265	119	81	155	240
1 star	(1.0)	21	7	6	5	15	4	21	**	12	8	4	10	11
		5%	4%	5%	9%	5%	4%	6%	**	4%	7%	5%	6%	5%
2 stars	(2.0)	29	10	12	5	22	7	28	**	20	8	6	7	22
		7%	5%	9%	8%	8%	7%	8%	**	8%	7%	7%	5%	9%
3 stars	(3.0)	116	57	32	14	87	26	109	**	82	29	29	37	78
		29%	32%	26%	24%	30%	26%	29%	**	31%	24%	36%	24%	32%
4 stars	(4.0)	132	61	43	18	90	42	128	**	95	37	24	52	79
		33%	34%	35%	30%	31%	42%	34%	**	36%	31%	29%	34%	33%
5 stars	(5.0)	100	45	31	18	77	22	88	**	56	37	18	49	51
		25%	25%	25%	30%	26%	22%	24%	**	21%	31%	23%	32% b	21%
Answered		397	180	124	61	292	100	373	**	265	119	81	155	240
Mean score		3.7	3.7	3.7	3.6	3.7	3.7	3.6	**	3.6	3.7	3.6	3.8	3.6
Standard deviation		1.09	1.03	1.10	1.25	1.11	1.01	1.09	**	1.04	1.18	1.07	1.13	1.06
Standard error		.05	.08	.09	.15	.06	.11	.05	**	.06	.11	.11	.09	.07

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q34A. Please give a star rating to show how much you like BBC News app/ site

Base : Those who have used the BBC News app/ site in the past month

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total		1112	289	435	388	532	580	692	152	121	147	414	302	212	177
Effective Weighted Sample		890	236	354	299	421	469	670	137	111	145	344	240	171	149
Total		1069	281	424	363	502	567	893	95	46	34	330	309	216	207
1 star	(1.0)	51	18	19	14	28	23	45	2	2	2	17	8	11	15
		5%	6%	4%	4%	5%	4%	5%	2%	4%	6%	5%	3%	5%	7% b
2 stars	(2.0)	118	46	43	29	53	66	96	15	4	3	26	31	27	33
		11%	16% bc	10%	8%	10%	12%	11%	16% d	9%	8%	8%	10%	13% a	16%
3 stars	(3.0)	322	72	133	117	141	181	265	32	17	8	84	101	71	64
		30%	26%	31%	32%	28%	32%	30%	34%	36% d	24%	25%	33%	33%	31%
4 stars	(4.0)	354	95	142	117	171	182	302	28	14	9	117	106	70	58
		33%	34%	34%	32%	34%	32%	34%	30%	31%	27%	35%	34%	32%	28%
5 stars	(5.0)	224	51	87	86	109	114	185	18	9	12	87	63	38	37
		21%	18%	21%	24%	22%	20%	21%	18%	20%	35% abc	26% cd	20%	17%	18%
Answered		1069	281	424	363	502	567	893	95	46	34	330	309	216	207
Mean score		3.5	3.4	3.6	3.6 a	3.6	3.5	3.5	3.5	3.5	3.8 ab	3.7 cd	3.6 d	3.4	3.3
Standard deviation		1.08	1.14	1.06	1.05	1.11	1.06	1.09	1.04	1.04	1.19	1.10	1.00	1.07	1.15
Standard error		.03	.07	.05	.05	.05	.04	.04	.08	.09	.10	.05	.06	.07	.09

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

Q34A. Please give a star rating to show how much you like BBC News app/ site

Base : Those who have used the BBC News app/ site in the past month

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	b	a	^b	a	b	c	a	b
Unweighted total		1112	388	419	227	914	190	1112	-	773	312	228	434	674
Effective Weighted Sample		890	315	328	192	712	172	890	-	618	251	185	344	542
Total		1069	406	387	201	839	220	1069	-	733	311	225	409	655
1 star	(1.0)	51	26	11	9	39	10	51	**	28	21	11	25	26
		5%	6%	3%	4%	5%	5%	5%	**	4%	7%	5%	6%	4%
			b											
2 stars	(2.0)	118	48	39	18	99	20	118	**	67	45	27	53	66
		11%	12%	10%	9%	12%	9%	11%	**	9%	15%	12%	13%	10%
											a			
3 stars	(3.0)	322	125	117	58	264	55	322	**	207	109	70	122	199
		30%	31%	30%	29%	31%	25%	30%	**	28%	35%	31%	30%	30%
											a			
4 stars	(4.0)	354	129	140	63	271	80	354	**	263	83	68	128	224
		33%	32%	36%	31%	32%	36%	33%	**	36%	27%	30%	31%	34%
										b				
5 stars	(5.0)	224	78	80	54	166	56	224	**	167	53	48	80	141
		21%	19%	21%	27%	20%	25%	21%	**	23%	17%	21%	20%	21%
					a									
Answered		1069	406	387	201	839	220	1069	**	733	311	225	409	655
Mean score		3.5	3.5	3.6	3.7	3.5	3.7	3.5	**	3.6	3.3	3.5	3.5	3.6
					a					b				
Standard deviation		1.08	1.12	1.01	1.10	1.08	1.09	1.08	**	1.05	1.12	1.11	1.13	1.05
Standard error		.03	.06	.05	.07	.04	.08	.03	**	.04	.06	.07	.05	.04

Q34B. Please give a star rating to show how much you like BBC Sport app/ site

Base : Those who have used the BBC Sport app/ site in the past month

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	*c	d	a	b	c	*d
Unweighted total		742	197	267	278	460	282	457	104	77	104	297	200	142	99
Effective Weighted Sample		591	156	218	217	365	226	442	95	71	102	247	158	117	79
Total		698	179	258	261	440	258	582	63	29	24	233	206	150	105
1 star	(1.0)	28	9	10	9	14	14	24	2	1	1	7	6	8	6
		4%	5%	4%	4%	3%	5%	4%	3%	3%	4%	3%	3%	5%	5%
2 stars	(2.0)	56	13	21	22	22	34	40	11	5	1	23	9	17	7
		8%	8%	8%	8%	5%	13%	7%	17%	17%	5%	10%	4%	12%	6%
							a		ad	ad		b		b	
3 stars	(3.0)	168	38	59	71	92	76	140	15	6	7	48	53	38	28
		24%	21%	23%	27%	21%	29%	24%	24%	22%	27%	21%	26%	26%	26%
							a								
4 stars	(4.0)	229	74	79	77	162	67	195	18	10	6	69	78	46	36
		33%	41%	30%	29%	37%	26%	33%	29%	34%	24%	29%	38%	31%	34%
			bc			b									
5 stars	(5.0)	217	45	90	82	150	67	184	17	7	10	87	60	39	29
		31%	25%	35%	32%	34%	26%	32%	27%	24%	40%	37%	29%	26%	28%
				a		b					c	c			
Answered		698	179	258	261	440	258	582	63	29	24	233	206	150	105
Mean score		3.8	3.7	3.8	3.8	3.9	3.5	3.8	3.6	3.6	3.9	3.9	3.9	3.6	3.7
						b						c			
Standard deviation		1.09	1.07	1.11	1.09	1.02	1.17	1.08	1.16	1.13	1.14	1.11	.98	1.15	1.11
Standard error		.04	.08	.07	.07	.05	.07	.05	.11	.13	.11	.06	.07	.10	.11

Q34B. Please give a star rating to show how much you like BBC Sport app/ site

Base : Those who have used the BBC Sport app/ site in the past month

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
			a	b	c	a	b	a	^b	a	b	c	a	b
Significance Level: 95%														
Unweighted total		742	236	297	161	617	119	742	-	510	213	172	267	472
Effective Weighted Sample		591	183	234	137	478	108	591	-	409	167	137	206	382
Total		698	227	277	146	557	135	698	-	480	201	165	241	454
1 star	(1.0)	28	13	7	4	21	5	28	**	18	7	9	7	21
		4%	6%	3%	3%	4%	4%	4%	**	4%	4%	5%	3%	5%
2 stars	(2.0)	56	20	24	6	41	15	56	**	41	12	19	17	39
		8%	9%	9%	4%	7%	11%	8%	**	9%	6%	11%	7%	9%
3 stars	(3.0)	168	61	61	31	138	27	168	**	103	61	34	46	122
		24%	27%	22%	21%	25%	20%	24%	**	21%	30% a	21%	19%	27% a
4 stars	(4.0)	229	72	95	48	183	44	229	**	162	62	56	97	131
		33%	32%	34%	33%	33%	32%	33%	**	34%	31%	34%	40% b	29%
5 stars	(5.0)	217	60	90	58	173	44	217	**	155	58	47	74	140
		31%	27%	32%	40% a	31%	33%	31%	**	32%	29%	29%	31%	31%
Answered		698	227	277	146	557	135	698	**	480	201	165	241	454
Mean score		3.8	3.6	3.9	4.0 a	3.8	3.8	3.8	**	3.8	3.8	3.7	3.9	3.7
Standard deviation		1.09	1.14	1.06	1.02	1.08	1.13	1.09	**	1.09	1.05	1.16	1.02	1.13
Standard error		.04	.07	.06	.08	.04	.10	.04	**	.05	.07	.09	.06	.05

Q34C. Please give a star rating to show how much you like BBC Bitesize app/ site

Base : Those who have used the BBC Bitesize app/ site in the past month

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total		974	300	368	306	450	524	619	134	105	116	356	277	173	165
Effective Weighted Sample		786	247	302	237	363	424	600	122	97	114	293	226	147	138
Total		956	301	364	292	438	518	806	84	39	27	274	297	191	191
1 star	(1.0)	35	15	11	8	19	16	25	6	3	*	11	8	5	11
		4%	5%	3%	3%	4%	3%	3%	7%	7%	2%	4%	3%	3%	6%
									ad						
2 stars	(2.0)	89	22	34	34	43	46	77	7	4	2	34	22	19	14
		9%	7%	9%	12%	10%	9%	10%	8%	9%	8%	12%	7%	10%	7%
3 stars	(3.0)	291	105	102	85	141	151	243	26	15	7	70	92	62	66
		30%	35%	28%	29%	32%	29%	30%	31%	39%	27%	26%	31%	33%	34%
4 stars	(4.0)	317	92	129	97	152	166	275	26	9	7	98	100	65	54
		33%	31%	35%	33%	35%	32%	34%	31%	24%	28%	36%	34%	34%	28%
								c							
5 stars	(5.0)	223	67	89	68	84	140	186	20	9	9	61	75	40	46
		23%	22%	24%	23%	19%	27%	23%	23%	22%	35%	22%	25%	21%	24%
							a				ac				
Answered		956	301	364	292	438	518	806	84	39	27	274	297	191	191
Mean score		3.6	3.6	3.7	3.6	3.5	3.7	3.6	3.6	3.4	3.9	3.6	3.7	3.6	3.6
							a				abc				
Standard deviation		1.05	1.07	1.04	1.05	1.04	1.06	1.04	1.15	1.15	1.06	1.08	1.01	1.01	1.10
Standard error		.03	.06	.05	.06	.05	.05	.04	.10	.11	.10	.06	.06	.08	.09

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

Q34C. Please give a star rating to show how much you like BBC Bitesize app/ site

Base : Those who have used the BBC Bitesize app/ site in the past month

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	b	a	^b	a	b	c	a	b
Unweighted total		974	333	352	210	807	159	974	-	822	138	230	384	584
Effective Weighted Sample		786	277	279	173	637	142	786	-	660	116	183	310	471
Total		956	363	333	182	766	179	956	-	797	146	222	378	570
1 star	(1.0)	35	13	12	6	31	3	35	**	23	12	13	17	17
		4%	4%	4%	3%	4%	2%	4%	**	3%	8% a	6% a	4%	3%
2 stars	(2.0)	89	28	32	19	71	16	89	**	53	36	21	31	58
		9%	8%	10%	11%	9%	9%	9%	**	7%	25% ac	9%	8%	10%
3 stars	(3.0)	291	117	105	46	245	42	291	**	222	62	78	135	154
		30%	32%	31%	25%	32% b	23%	30%	**	28%	42% a	35% a	36% b	27%
4 stars	(4.0)	317	116	111	69	252	63	317	**	285	32	78	119	198
		33%	32%	33%	38%	33%	35%	33%	**	36% b	22%	35% b	31%	35%
5 stars	(5.0)	223	89	73	42	167	55	223	**	215	5	32	77	145
		23%	24%	22%	23%	22%	31% a	23%	**	27% bc	4%	15% b	20%	25%
Answered		956	363	333	182	766	179	956	**	797	146	222	378	570
Mean score		3.6	3.7	3.6	3.7	3.6	3.8 a	3.6	**	3.8 bc	2.9	3.4 b	3.5	3.7
Standard deviation		1.05	1.04	1.04	1.04	1.05	1.02	1.05	**	1.01	.96	1.04	1.04	1.05
Standard error		.03	.06	.06	.07	.04	.08	.03	**	.04	.08	.07	.05	.04

Q34D. Please give a star rating to show how much you like BBC Newsround site

Base : Those who have used the BBC Newsround site in the past month

		AGE OF CHILD INTERVIEWED				GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		Total	AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%			a	b	c	a	b	a	*b	*c	*d	a	b	*c	*d
Unweighted total		466	157	190	119	201	265	312	79	34	41	195	125	76	69
Effective Weighted Sample		390	132	162	97	165	225	302	73	31	40	167	104	67	62
Total		475	155	195	125	195	280	402	52	12	9	157	136	90	90
1 star	(1.0)	18	6	9	4	7	11	15	2	1	*	4	6	3	5
		4%	4%	4%	3%	4%	4%	4%	4%	7%	2%	3%	5%	3%	5%
2 stars	(2.0)	54	16	17	21	19	35	46	5	2	*	15	14	19	6
		11%	10%	9%	17%	10%	13%	12%	10%	14%	4%	9%	10%	21%	7%
					b									ad	
3 stars	(3.0)	138	47	57	34	60	78	120	11	4	3	48	43	19	28
		29%	30%	29%	27%	31%	28%	30%	21%	32%	31%	31%	32%	21%	31%
4 stars	(4.0)	168	58	69	41	68	101	140	23	3	3	53	50	36	30
		35%	38%	35%	33%	35%	36%	35%	43%	28%	27%	34%	37%	39%	33%
5 stars	(5.0)	97	28	44	25	42	55	81	11	2	3	37	23	15	21
		20%	18%	22%	20%	21%	20%	20%	21%	19%	35%	23%	17%	16%	24%
											a				
Answered		475	155	195	125	195	280	402	52	12	9	157	136	90	90
Mean score		3.6	3.6	3.6	3.5	3.6	3.6	3.6	3.7	3.4	3.9	3.7	3.5	3.4	3.6
Standard deviation		1.05	1.02	1.06	1.09	1.05	1.06	1.05	1.05	1.20	1.07	1.03	1.04	1.09	1.08
Standard error		.05	.08	.08	.10	.07	.07	.06	.12	.21	.17	.07	.09	.12	.13

Q34D. Please give a star rating to show how much you like BBC Newsround site

Base : Those who have used the BBC Newsround site in the past month

		FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%			a	b	c	a	*b	a	^b	a	*b	c	a	b
Unweighted total		466	163	157	108	389	74	466	-	374	82	104	133	331
Effective Weighted Sample		390	143	127	93	320	67	390	-	312	70	84	109	279
Total		475	191	150	96	385	87	475	-	376	90	98	132	341
1 star	(1.0)	18	6	7	2	12	5	18	**	13	5	4	6	12
		4%	3%	5%	2%	3%	6%	4%	**	3%	6%	4%	5%	3%
2 stars	(2.0)	54	25	11	10	45	9	54	**	35	19	11	18	35
		11%	13%	7%	10%	12%	10%	11%	**	9%	21% a	11%	14%	10%
3 stars	(3.0)	138	50	48	26	107	29	138	**	104	31	25	33	105
		29%	26%	32%	27%	28%	34%	29%	**	28%	34%	25%	25%	31%
4 stars	(4.0)	168	73	50	33	142	25	168	**	139	27	45	47	120
		35%	38%	34%	35%	37%	29%	35%	**	37%	30%	46%	36%	35%
5 stars	(5.0)	97	37	32	25	78	19	97	**	86	8	14	27	70
		20%	19%	22%	26%	20%	22%	20%	**	23% b	9%	15%	20%	21%
Answered		475	191	150	96	385	87	475	**	376	90	98	132	341
Mean score		3.6	3.6	3.6	3.7	3.6	3.5	3.6	**	3.7 b	3.1	3.6 b	3.5	3.6
Standard deviation		1.05	1.05	1.06	1.04	1.03	1.11	1.05	**	1.03	1.04	.99	1.11	1.03
Standard error		.05	.08	.08	.10	.05	.13	.05	**	.05	.11	.10	.10	.06

Small Base: 100 (*)

Minimum Base: 30 (^)

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

Q35. Do you ever use any BBC sites or apps for your schoolwork or homework – so sites or apps like BBC Bitesize?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Yes	1147	376	432	338	532	615	959	105	47	35	324	348	232	241
	57%	63%	54%	56%	54%	60%	58%	59%	47%	59%	67%	60%	57%	46%
		bc				a	c	c		c	bcd	d	d	
No	783	195	344	244	420	363	643	69	48	23	151	218	148	260
	39%	32%	43%	41%	43%	36%	39%	38%	48%	38%	31%	38%	37%	49%
			a	a	b			abd				a		abc
Don't know	71	30	23	18	31	40	58	6	5	2	10	10	25	25
	4%	5%	3%	3%	3%	4%	4%	3%	5%	3%	2%	2%	6%	5%
													ab	ab

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

Q35. Do you ever use any BBC sites or apps for your schoolwork or homework – so sites or apps like BBC Bitesize?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Yes	1147	430	406	228	900	235	1116	31	1010	112	310	505	633
	57%	54%	57%	67%	55%	69%	62%	15%	89%	14%	79%	50%	66%
				ab		a	b		bc		b		a
No	783	329	294	105	681	97	624	159	111	655	75	472	293
	39%	41%	41%	31%	41%	29%	35%	78%	10%	83%	19%	47%	31%
		c	c		b		a		ac		a	b	
Don't know	71	36	14	5	62	8	56	15	17	26	9	38	27
	4%	5%	2%	2%	4%	2%	3%	7%	1%	3%	2%	4%	3%
		bc						a		a			

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

Q36. Which of these options applies to you: 'When I use these BBC websites or apps for my schoolwork or homework I find them helpful'?

Base : Those who use any BBC apps or sites for their schoolwork or homework

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
		a	b	c	a	b	a	b	c	d	a	b	c	d
Significance Level: 95%														
Unweighted total	1180	375	446	359	558	622	736	166	125	153	422	333	218	204
Effective Weighted Sample	946	309	362	276	442	504	714	150	115	151	346	268	181	173
Total	1147	376	432	338	532	615	959	105	47	35	324	348	232	241
Disagree	14	3	8	4	6	9	10	3	1	1	4	4	6	1
	1%	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%	1%	3%	*%
Neither agree nor disagree	156	41	61	53	88	68	131	13	7	5	40	38	30	47
	14%	11%	14%	16%	16%	11%	14%	12%	15%	13%	12%	11%	13%	19% ab
Agree	964	326	362	276	434	530	806	89	39	29	279	302	190	190
	84%	87%	84%	82%	82%	86% a	84%	85%	84%	82%	86% d	87% d	82%	79%
Don't know	13	6	2	5	5	8	11	1	-	1	1	4	5	3
	1%	2%	*%	2%	1%	1%	1%	1%	-%	3% ac	*%	1%	2% a	1%

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

Q36. Which of these options applies to you: 'When I use these BBC websites or apps for my schoolwork or homework I find them helpful'?

Base : Those who use any BBC apps or sites for their schoolwork or homework

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	^a b	a	b	c	a	b
Unweighted total	1180	409	430	256	964	208	1151	29	1045	111	317	519	653
Effective Weighted Sample	946	334	340	211	753	186	922	24	838	90	253	415	524
Total	1147	430	406	228	900	235	1116	31	1010	112	310	505	633
Disagree	14	3	6	3	8	6	13	**	8	6	5	8	6
	1%	1%	1%	1%	1%	2%	1%	**	1%	6%	1%	2%	1%
										ac			
Neither agree nor disagree	156	66	56	22	124	27	147	**	106	40	52	99	54
	14%	15%	14%	10%	14%	12%	13%	**	11%	35%	17%	20%	9%
										ac	a	b	
Agree	964	358	338	201	755	201	944	**	884	65	244	391	567
	84%	83%	83%	88%	84%	85%	85%	**	88%	58%	79%	77%	90%
									bc		b		a
Don't know	13	3	6	2	12	1	11	**	12	1	9	7	6
	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	3%	1%	1%
											a		

Q36A. (WAVE 1 WORDING) When your school was closed during the first UK-wide lockdown in March 2020 because of coronavirus, did you use BBC Bitesize to help with your schoolwork?
(WAVE 2 WORDING) When your school was closed during the UK-wide lockdown in January and February of 2021 because of coronavirus, did you use BBC Bitesize to help with your schoolwork?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
No, I didn't use BBC Bitesize	793	206	343	244	406	387	654	66	48	24	144	210	172	265
	40%	34%	43%	41%	41%	38%	39%	37%	48%	40%	30%	36%	43%	50%
			a	a					ab			a	a	abc
Yes, I used BBC Bitesize for the first time during lockdown	394	153	148	94	214	180	329	36	17	12	97	114	83	97
	20%	25%	18%	16%	22%	18%	20%	20%	17%	21%	20%	20%	21%	18%
		bc			b									
Yes, I used BBC Bitesize about as often during lockdown as I did before lockdown	389	108	143	138	172	217	329	35	15	10	122	127	67	72
	19%	18%	18%	23%	17%	21%	20%	20%	15%	16%	25%	22%	16%	14%
				b							cd	d		
Yes, I used BBC Bitesize more often during lockdown than I did before lockdown	354	110	141	104	158	196	293	35	14	13	113	108	65	65
	18%	18%	18%	17%	16%	19%	18%	19%	14%	21%	23%	19%	16%	12%
										c	cd	d		
TOTAL USED BBC BITESIZE DURING MARCH 2020/ JANUARY-FEBRUARY 2021 LOCKDOWN	1137	370	431	335	545	592	950	106	46	35	333	349	215	234
	57%	62%	54%	56%	55%	58%	57%	59%	46%	58%	69%	61%	53%	45%
		b					c	c		c	bcd	cd	d	

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

Q36A. (WAVE 1 WORDING) When your school was closed during the first UK-wide lockdown in March 2020 because of coronavirus, did you use BBC Bitesize to help with your schoolwork?
(WAVE 2 WORDING) When your school was closed during the UK-wide lockdown in January and February of 2021 because of coronavirus, did you use BBC Bitesize to help with your schoolwork?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
TOTAL USED BBC BITESIZE FOR THE FIRST TIME OR MORE OFTEN DURING MARCH 2020/ JANUARY-FEBRUARY 2021 LOCKDOWN	748	262	288	197	373	376	622	71	31	25	210	222	148	162
	37%	44% bc	36%	33%	38%	37%	37% c	39% c	31%	42% c	43% d	39% d	37%	31%
Not sure	70	24	26	20	32	38	55	8	6	1	8	16	18	26
	4%	4%	3%	3%	3%	4%	3%	4%	6% d	2%	2%	3%	4% a	5% a

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

Q36A. (WAVE 1 WORDING) When your school was closed during the first UK-wide lockdown in March 2020 because of coronavirus, did you use BBC Bitesize to help with your schoolwork?
(WAVE 2 WORDING) When your school was closed during the UK-wide lockdown in January and February of 2021 because of coronavirus, did you use BBC Bitesize to help with your schoolwork?

Base : All respondents aged 11-16 in secondary education

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
No, I didn't use BBC Bitesize	793	325	296	107	684	103	639	154	-	793	-	483	294
	40%	41%	41%	32%	42%	30%	36%	75%	-%	100%	-%	48%	31%
		c	c		b			a		ac		b	
Yes, I used BBC Bitesize for the first time during lockdown	394	163	142	66	315	75	376	18	394	-	394	184	206
	20%	21%	20%	19%	19%	22%	21%	9%	35%	-%	100%	18%	22%
							b		b		ab		
Yes, I used BBC Bitesize about as often during lockdown as I did before lockdown	389	144	141	72	308	80	378	10	389	-	-	176	206
	19%	18%	20%	21%	19%	23%	21%	5%	34%	-%	-%	17%	22%
							b		bc				a
Yes, I used BBC Bitesize more often during lockdown than I did before lockdown	354	124	120	91	281	69	351	4	354	-	-	130	221
	18%	16%	17%	27%	17%	20%	20%	2%	31%	-%	-%	13%	23%
				ab			b		bc				a
TOTAL USED BBC BITESIZE DURING MARCH 2020/ JANUARY-FEBRUARY 2021 LOCKDOWN	1137	431	403	229	903	224	1105	32	1137	-	394	491	633
	57%	54%	57%	68%	55%	66%	62%	15%	100%	-%	100%	48%	66%
				ab		a	b		b		b		a

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

Q36A. (WAVE 1 WORDING) When your school was closed during the first UK-wide lockdown in March 2020 because of coronavirus, did you use BBC Bitesize to help with your schoolwork?
(WAVE 2 WORDING) When your school was closed during the UK-wide lockdown in January and February of 2021 because of coronavirus, did you use BBC Bitesize to help with your schoolwork?

Base : All respondents aged 11-16 in secondary education

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
TOTAL USED BBC BITESIZE FOR THE FIRST TIME OR MORE OFTEN DURING MARCH 2020/ JANUARY-FEBRUARY 2021 LOCKDOWN	748	288	262	157	595	145	727	21	748	-	394	315	427
	37%	36%	37%	46% ab	36%	43%	40% b	10%	66% b	-%	100% ab	31%	45% a
Not sure	70	39	14	2	55	12	51	20	-	-	-	40	27
	4%	5% bc	2%	1%	3%	4%	3%	10% a	-%	-%	-%	4%	3%

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

Q36B. Would you miss BBC Bitesize if it was no longer available?

Base : Those who used BBC Bitesize when schools were closed during lockdown in March 2020/ January-February 2021

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	1172	373	444	355	563	609	731	167	123	151	428	338	205	196
Effective Weighted Sample	941	306	361	274	451	490	708	154	113	149	354	271	170	166
Total	1137	370	431	335	545	592	950	106	46	35	333	349	215	234
Yes	678 60%	204 55%	269 62%	206 61%	316 58%	362 61%	573 60%	55 52%	26 56%	24 69% abc	213 64% d	227 65% d	122 57%	114 49%
No	194 17%	75 20%	67 16%	51 15%	107 20% b	87 15%	157 17%	23 22%	8 17%	5 15%	55 17%	48 14%	36 17%	51 22% b
Maybe	265 23%	91 24%	95 22%	79 24%	122 22%	143 24%	220 23%	28 26% d	12 26% d	6 16%	64 19%	75 21%	57 26%	69 30% a

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

Q36B. Would you miss BBC Bitesize if it was no longer available?

Base : Those who used BBC Bitesize when schools were closed during lockdown in March 2020/ January-February 2021

	FINANCIAL VULNERABILITY				ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
	Total	MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	^b	a	^b	c	a	b
Unweighted total	1172	412	432	253	968	197	1143	29	1172	-	402	506	656
Effective Weighted Sample	941	334	340	211	757	177	917	24	941	-	322	405	526
Total	1137	431	403	229	903	224	1105	32	1137	-	394	491	633
Yes	678	239	253	145	527	143	664	**	678	**	172	263	413
	60%	55%	63%	64%	58%	64%	60%	**	60%	**	44%	54%	65%
									c				a
No	194	88	63	28	160	34	184	**	194	**	107	107	79
	17%	20%	16%	12%	18%	15%	17%	**	17%	**	27%	22%	13%
		c									a	b	
Maybe	265	104	87	55	217	47	258	**	265	**	115	121	141
	23%	24%	22%	24%	24%	21%	23%	**	23%	**	29%	25%	22%
											a		

Q36C. What three words would you use to describe BBC Bitesize?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
ANY WORDS	1236	412	464	359	576	660	1028	116	53	38	346	373	245	265
	62%	69%	58%	60%	59%	65%	62%	65%	53%	64%	71%	65%	61%	50%
		bc				a	c	c		c	bcd	d	d	
NO WORDS	764	188	336	241	407	358	632	64	47	22	139	203	159	261
	38%	31%	42%	40%	41%	35%	38%	35%	47%	36%	29%	35%	39%	50%
			a	a	b				abd			a	a	abc

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

Q36C. What three words would you use to describe BBC Bitesize?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
ANY WORDS	1236	475	434	238	973	249	1198	38	1106	108	386	553	671
	62%	60%	61%	70%	59%	73%	67%	18%	97%	14%	98%	54%	70%
				ab		a	b		b		b		a
NO WORDS	764	321	279	100	669	91	597	167	31	685	8	462	282
	38%	40%	39%	30%	41%	27%	33%	82%	3%	86%	2%	46%	30%
		c	c		b			a		ac		b	

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

Q37. Please click on any of these social apps if you've used them in the past month.

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
WhatsApp	1472	436	594	441	686	786	1241	117	69	44	381	427	287	367
	74%	73%	74%	74%	70%	77%	75%	65%	69%	74%	79%	74%	71%	70%
						a	b			b	cd			
Instagram	1334	314	552	469	613	721	1115	106	73	40	328	367	279	352
	67%	52%	69%	78%	62%	71%	67%	59%	73%	67%	68%	64%	69%	67%
			a	ab		a	b		b					
Snapchat	1221	311	485	425	514	707	994	113	71	43	289	336	257	331
	61%	52%	61%	71%	52%	70%	60%	63%	71%	72%	60%	58%	63%	63%
			a	ab		a			ab	ab				
Facebook	984	212	412	360	469	515	803	92	57	31	242	255	212	270
	49%	35%	51%	60%	48%	51%	48%	51%	57%	52%	50%	44%	52%	51%
			a	ab					a				b	b
Twitter	502	104	210	189	233	269	416	47	22	17	177	140	98	88
	25%	17%	26%	31%	24%	26%	25%	26%	22%	28%	36%	24%	24%	17%
			a	a							bcd	d	d	
Pinterest	377	88	159	130	116	261	323	28	15	11	121	97	75	79
	19%	15%	20%	22%	12%	26%	19%	16%	15%	19%	25%	17%	19%	15%
			a	a		a					bcd			
Discord	242	63	104	75	130	111	201	23	10	7	81	69	32	58
	12%	11%	13%	12%	13%	11%	12%	13%	10%	12%	17%	12%	8%	11%
											bcd			
None of these	123	63	40	20	79	45	106	11	4	2	20	41	19	43
	6%	11%	5%	3%	8%	4%	6%	6%	4%	4%	4%	7%	5%	8%
		bc			b							a		a

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

Q37. Please click on any of these social apps if you've used them in the past month.

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
WhatsApp	1472	547	544	270	1188	270	1347	125	866	561	286	691	766
	74%	69%	76%	80%	72%	79%	75%	61%	76%	71%	73%	68%	80%
			a	a		a	b		b				a
Instagram	1334	523	475	227	1087	229	1224	110	794	496	266	613	708
	67%	66%	67%	67%	66%	67%	68%	54%	70%	63%	67%	60%	74%
							b		b				a
Snapchat	1221	504	422	197	978	229	1116	105	728	454	239	547	663
	61%	63%	59%	58%	60%	67%	62%	51%	64%	57%	61%	54%	70%
						a	b		b				a
Facebook	984	394	370	163	859	117	903	80	576	374	194	433	542
	49%	50%	52%	48%	52%	34%	50%	39%	51%	47%	49%	43%	57%
					b		b						a
Twitter	502	164	188	109	405	94	474	28	342	146	100	192	307
	25%	21%	26%	32%	25%	28%	26%	13%	30%	18%	25%	19%	32%
			a	a			b		b		b		a
Pinterest	377	135	118	85	267	104	365	12	287	88	73	137	238
	19%	17%	17%	25%	16%	31%	20%	6%	25%	11%	19%	14%	25%
				ab		a	b		bc		b		a
Discord	242	98	77	48	176	64	224	17	163	75	42	111	126
	12%	12%	11%	14%	11%	19%	13%	9%	14%	9%	11%	11%	13%
						a			b				
None of these	123	64	32	15	108	16	85	38	52	61	18	84	29
	6%	8%	4%	4%	7%	5%	5%	19%	5%	8%	5%	8%	3%
		bc						a		a		b	

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

Q38. Please click on any of these video apps if you've used them in the past month.

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Tiktok	1334 67%	395 66%	546 68%	393 65%	566 58%	768 75% a	1110 67%	115 64%	70 70%	40 67%	336 69% b	356 62%	271 67%	366 70% b
Twitch	373 19%	95 16%	166 21% a	112 19%	238 24% b	135 13%	315 19%	28 15%	18 18%	12 20%	126 26% bcd	106 18% d	71 18%	67 13%
Vimeo	138 7%	32 5%	65 8%	41 7%	69 7%	69 7%	117 7%	11 6%	5 5%	5 8%	64 13% bcd	40 7% d	23 6% d	11 2%
Triller	95 5%	26 4%	42 5%	27 4%	38 4%	57 6%	83 5% cd	9 5% c	2 2%	1 2%	47 10% bcd	27 5% c	7 2%	13 2%
Dailymotion	65 3%	20 3%	30 4%	15 3%	30 3%	35 3%	53 3%	9 5% c	2 2%	1 2%	36 7% bcd	12 2%	10 3%	7 1%
Dubsmash	53 3%	11 2%	24 3%	18 3%	23 2%	31 3%	43 3%	8 5% c	1 1%	1 2%	23 5% cd	17 3%	6 2%	6 1%
Livleak	53 3%	11 2%	29 4%	13 2%	26 3%	27 3%	47 3% c	4 2%	* *%	1 2%	31 6% bcd	16 3% cd	2 1%	3 1%
None of these	564 28%	181 30%	207 26%	176 29%	344 35% b	220 22%	475 29% c	52 29%	22 22%	15 25%	116 24%	182 32% a	115 28%	148 28%

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

Q38. Please click on any of these video apps if you've used them in the past month.

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Tiktok	1334	539	450	242	1059	262	1220	114	801	490	278	613	715
	67%	68%	63%	72%	64%	77%	68%	56%	70%	62%	71%	60%	75%
				b		a	b		b		b		a
Twitch	373	115	146	80	303	68	355	17	255	112	82	139	229
	19%	14%	21%	24%	18%	20%	20%	8%	22%	14%	21%	14%	24%
			a	a			b		b		b		a
Vimeo	138	38	55	43	117	20	136	2	115	20	41	48	89
	7%	5%	8%	13%	7%	6%	8%	1%	10%	3%	10%	5%	9%
			a	ab			b		b		b		a
Triller	95	33	27	30	67	28	94	1	83	12	32	42	52
	5%	4%	4%	9%	4%	8%	5%	0%	7%	2%	8%	4%	5%
				ab		a	b		b		b		
Dailymotion	65	14	28	22	52	13	64	2	58	7	17	18	46
	3%	2%	4%	6%	3%	4%	4%	1%	5%	1%	4%	2%	5%
			a	a					b		b		a
Dubsmash	53	21	13	18	36	16	51	2	45	6	12	18	34
	3%	3%	2%	5%	2%	5%	3%	1%	4%	1%	3%	2%	4%
				ab		a			b		b		a
Liveleak	53	12	19	22	41	11	51	2	45	7	8	19	33
	3%	1%	3%	6%	3%	3%	3%	1%	4%	1%	2%	2%	3%
				ab					b				a
None of these	564	219	218	81	491	70	479	85	263	277	89	341	198
	28%	28%	31%	24%	30%	21%	27%	42%	23%	35%	22%	34%	21%
			c		b			a		ac		b	

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

Q40. Which one of these faces best describes how you much you like or dislike the BBC?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
1 - Dislike a lot	87 4%	20 3%	38 5%	30 5%	46 5%	41 4%	62 4%	15 9% a	7 7% a	3 4%	16 3%	19 3%	13 3%	38 7% abc
2	66 3%	22 4%	31 4%	13 2%	37 4%	29 3%	43 3%	13 7% a	6 6% a	4 7% a	14 3%	23 4%	9 2%	20 4%
3 - Neutral	564 28%	182 30%	204 25%	179 30%	280 29%	284 28%	475 29%	43 24%	32 32% bd	14 23%	113 23%	149 26%	129 32% a	172 33% ab
4	748 37%	230 38%	312 39%	207 34%	374 38%	374 37%	627 38%	64 36%	33 33%	24 40%	196 40% d	223 39% d	160 40% d	165 31%
5 - Like a lot	408 20%	100 17%	173 22% a	135 23% a	181 18%	227 22% a	344 21%	35 19%	16 16%	13 21%	129 27% cd	130 23% d	78 19% d	70 13%
Don't know	126 6%	47 8%	42 5%	37 6%	64 7%	62 6%	107 6%	9 5%	6 6%	3 5%	17 4%	32 6%	16 4%	60 11% abc
TOTAL DISLIKE THE BBC	153 8%	41 7%	69 9%	43 7%	83 8%	70 7%	105 6%	29 16% a	13 13% a	7 11% a	30 6%	42 7%	22 5%	58 11% ac
TOTAL LIKE THE BBC	1157 58%	330 55%	485 61%	342 57%	555 57%	602 59%	972 59% c	99 55%	49 49%	37 61% c	325 67% cd	353 61% d	238 59% d	235 45%

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

Q40. Which one of these faces best describes how you much you like or dislike the BBC?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
1 - Dislike a lot	87 4%	40 5%	29 4%	10 3%	79 5%	7 2%	45 3%	42 20% a	16 1%	70 9% ac	9 2%	61 6% b	23 2%
2	66 3%	26 3%	24 3%	12 3%	57 3%	7 2%	54 3%	12 6%	24 2%	41 5% ac	10 2%	44 4% b	20 2%
3 - Neutral	564 28%	234 29%	184 26%	101 30%	481 29% b	79 23%	486 27%	78 38% a	256 23%	285 36% ac	106 27%	342 34% b	214 22%
4	748 37%	276 35%	300 42% ac	119 35%	600 37%	145 43%	724 40% b	24 12%	493 43% b	239 30%	186 47% b	336 33%	409 43% a
5 - Like a lot	408 20%	158 20%	140 20%	85 25%	324 20%	80 24%	401 22% b	7 3%	313 28% bc	88 11%	73 19% b	144 14%	257 27% a
Don't know	126 6%	61 8% c	38 5%	12 3%	101 6%	22 6%	83 5%	43 21% a	34 3%	71 9% ac	10 3%	87 9% b	30 3%
TOTAL DISLIKE THE BBC	153 8%	66 8%	52 7%	22 6%	136 8% b	14 4%	100 6%	53 26% a	41 4%	110 14% ac	19 5%	105 10% b	44 5%
TOTAL LIKE THE BBC	1157 58%	434 55%	440 62% a	203 60%	924 56%	225 66% a	1126 63% b	31 15%	806 71% b	327 41%	259 66% b	480 47%	666 70% a

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

Q40b. What do you think about the BBC?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
SUMMARY OF POSITIVE MENTIONS														
Programmes - Good variety/ quality/ educational/ entertaining/ informative/ interesting	432 22%	122 20%	161 20%	149 25%	203 21%	229 22%	369 22%	35 19%	17 17%	11 18%	116 24% d	143 25% d	80 20%	94 18%
Good/ brilliant/ excellent/ great	413 21%	135 22%	159 20%	120 20%	192 20%	221 22%	355 21% c	31 17%	16 16%	12 20%	99 20%	126 22%	84 21%	100 19%
Alright/ OK/ not bad/ nice	314 16%	83 14%	131 16%	100 17%	165 17%	149 15%	255 15%	28 16%	21 21% a	9 15%	63 13%	91 16%	65 16%	92 17%
Any positive mention of specific programme/ category	128 6%	42 7%	53 7%	33 6%	68 7%	60 6%	110 7% c	12 7% c	2 2%	4 7% c	20 4%	36 6%	34 8% a	38 7% a
Like/ love it/ my favourite	84 4%	30 5% c	42 5% c	12 2%	35 4%	49 5%	68 4%	7 4%	5 5%	3 5%	28 6% b	18 3%	22 5%	16 3%
Helps with schoolwork/ positive mention of Bitesize	59 3%	13 2%	28 3%	19 3%	26 3%	34 3%	53 3%	4 2%	2 2%	1 2%	14 3%	28 5% d	9 2%	10 2%
Trustworthy/ reliable/ dependable/ honest	47 2%	11 2%	15 2%	20 3%	23 2%	23 2%	39 2%	3 2%	2 2%	2 4%	20 4% cd	16 3% d	6 1%	5 1%

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

Q40b. What do you think about the BBC?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Helpful	46 2%	9 1%	20 3%	17 3%	18 2%	28 3%	40 2%	4 2%	1 1%	1 2%	14 3%	18 3%	6 1%	7 1%
Cool/ fun/ modern	36 2%	14 2%	16 2%	6 1%	12 1%	24 2%	33 2% c	2 1%	- -%	1 2% c	11 2%	6 1%	5 1%	14 3%
No adverts	26 1%	7 1%	10 1%	9 2%	11 1%	14 1%	24 1%	1 *% d	2 2%	- -%	6 1%	7 1%	6 2%	7 1%
British institution/ National treasure/ Public Service Broadcaster	20 1%	3 1%	6 1%	10 2%	13 1%	6 1%	16 1%	3 1%	* *% d	1 1%	4 1%	10 2%	2 *% d	3 1%
Worldwide/ international broadcaster	4 *% d	2 *% d	1 *% d	1 *% d	4 *% d	* *% d	3 *% d	- -% d	1 1%	* 1%	3 1%	* *% d	* *% d	- -% d
Other positive mention	86 4%	21 3%	36 5%	29 5%	41 4%	45 4%	75 5%	7 4%	3 3%	2 4%	28 6% d	26 4%	19 5%	13 2%
SUMMARY OF NEGATIVE MENTIONS														
Old fashioned/ outdated/ boring	182 9%	59 10%	76 10%	47 8%	103 11% b	79 8%	146 9%	21 12% d	11 11%	4 6%	40 8%	46 8%	46 11%	50 9%
Not relevant to me/ more for adults/ old people/ younger children	98 5%	35 6%	41 5%	22 4%	52 5%	46 5%	71 4%	18 10% ac	5 5%	3 6%	21 4%	33 6%	19 5%	25 5%
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Q40b. What do you think about the BBC?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Prefer other channels/ not my favourite/ first choice/ not much to watch	87 4%	22 4%	37 5%	27 5%	41 4%	46 4%	67 4%	12 6%	6 6%	2 3%	21 4%	23 4%	16 4%	24 5%
Expensive/ a rip off/ waste of money/ end the licence fee	69 3%	15 3%	25 3%	29 5%	38 4%	30 3%	53 3%	10 6% a	4 4%	1 2%	24 5% b	13 2%	9 2%	23 4%
Biased - regionally/ politically/ racially/ culturally	45 2%	10 2%	17 2%	17 3%	26 3%	19 2%	29 2%	14 8% acd	1 1%	1 2%	20 4% bc	7 1%	6 1%	11 2%
Rubbish/ awful/ bad/ not good	38 2%	6 1%	21 3%	11 2%	22 2%	16 2%	33 2%	3 1%	3 3%	* 1%	8 2%	6 1%	9 2%	14 3%
Don't like it/ hate it	18 1%	4 1%	6 1%	8 1%	11 1%	7 1%	12 1%	3 2%	3 3% a	* 1%	2 *% a	4 1%	4 1%	8 2%
Other negative mention	33 2%	10 2%	17 2%	6 1%	13 1%	21 2%	29 2% c	3 1%	- -%	2 4% c	9 2%	7 1%	14 3% bd	4 1%
NEITHER POSITIVE NOR NEGATIVE														
Don't know/ no opinion/ don't watch enough to comment	234 12%	81 13%	85 11%	68 11%	128 13%	106 10%	192 12%	18 10%	17 17% ab	8 13%	32 7%	59 10% a	41 10%	100 19% abc
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Q40b. What do you think about the BBC?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
OVERALL SUMMARY														
ANY POSITIVE MENTION	1423	425	561	438	676	747	1206	114	62	42	366	435	283	332
	71%	71%	70%	73%	69%	73% a	73% bc	63%	62%	69%	75% d	76% d	70%	63%
ANY NEGATIVE MENTION	498	139	209	150	261	237	390	64	30	14	129	120	114	131
	25%	23%	26%	25%	27%	23%	24%	36% ad	30% a	23%	27% b	21%	28% b	25%
NO OPINION	234	81	85	68	128	106	192	18	17	8	32	59	41	100
	12%	13%	11%	11%	13%	10%	12%	10%	17% ab	13%	7%	10% a	10%	19% abc

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

Q40b. What do you think about the BBC?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
SUMMARY OF POSITIVE MENTIONS													
Programmes - Good variety/ quality/ educational/ entertaining/ informative/ interesting	432 22%	162 20%	165 23%	68 20%	344 21%	80 23%	421 23% b	11 5%	300 26% b	117 15%	82 21% b	160 16%	266 28% a
Good/ brilliant/ excellent/ great	413 21%	167 21%	136 19%	79 24%	315 19%	96 28% a	392 22% b	21 10%	288 25% b	109 14%	102 26% b	179 18%	229 24% a
Alright/ OK/ not bad/ nice	314 16%	130 16%	110 15%	42 12%	267 16%	48 14%	284 16%	30 15%	158 14%	143 18% a	64 16%	172 17%	140 15%
Any positive mention of specific programme/ category	128 6%	51 6%	52 7%	22 6%	104 6%	23 7%	126 7% b	3 1%	74 7%	52 7%	23 6%	54 5%	72 8%
Like/ love it/ my favourite	84 4%	28 3%	35 5%	14 4%	73 4%	11 3%	82 5% b	1 1%	55 5%	28 4%	16 4%	33 3%	50 5% a
Helps with schoolwork/ positive mention of Bitesize	59 3%	27 3%	18 3%	13 4%	46 3%	13 4%	59 3% b	* *% b	52 5% b	8 1%	10 2%	27 3%	33 3%

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

Q40b. What do you think about the BBC?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Trustworthy/ reliable/ dependable/ honest	47 2%	12 2%	18 3%	14 4% a	35 2%	12 3%	46 3%	1 *%	39 3% b	8 1%	12 3% b	21 2%	25 3%
Helpful	46 2%	12 2%	21 3%	8 2%	36 2%	10 3%	44 2%	1 1%	44 4% b	1 *%	12 3% b	19 2%	26 3%
Cool/ fun/ modern	36 2%	16 2%	15 2%	3 1%	27 2%	9 3%	36 2%	* *%	28 2% b	7 1%	8 2%	22 2%	14 1%
No adverts	26 1%	10 1%	12 2%	3 1%	22 1%	4 1%	26 1%	- -%	14 1%	12 1%	5 1%	9 1%	16 2%
British institution/ National treasure/ Public Service Broadcaster	20 1%	5 1%	9 1%	4 1%	15 1%	5 2%	20 1%	- -%	12 1%	7 1%	4 1%	10 1%	9 1%
Worldwide/ international broadcaster	4 *%	2 *%	1 *%	1 *%	4 *%	* *%	4 *%	- -%	3 *%	1 *%	1 *%	2 *%	2 *%
Other positive mention	86 4%	26 3%	28 4%	26 8% ab	71 4%	16 5%	86 5% b	- -%	63 6% b	21 3%	16 4%	26 3%	60 6% a
SUMMARY OF NEGATIVE MENTIONS													
Old fashioned/ outdated/ boring	182 9%	75 9%	63 9%	33 10%	153 9%	29 9%	159 9%	23 11%	85 8%	95 12% a	34 9%	113 11% b	66 7%

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

Q40b. What do you think about the BBC?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Not relevant to me/ more for adults/ old people/ younger children	98 5%	35 4%	37 5%	22 7%	89 5%	9 3%	88 5%	11 5%	41 4%	54 7% ac	11 3%	60 6%	39 4%
Prefer other channels/ not my favourite/ first choice/ not much to watch	87 4%	36 4%	31 4%	11 3%	73 4%	12 4%	82 5%	4 2%	39 3%	46 6% a	13 3%	53 5%	34 4%
Expensive/ a rip off/ waste of money/ end the licence fee	69 3%	27 3%	23 3%	12 3%	63 4%	6 2%	56 3%	12 6%	31 3%	36 5%	15 4%	35 3%	32 3%
Biased - regionally/ politically/ racially/ culturally	45 2%	19 2%	11 2%	11 3%	37 2%	7 2%	41 2%	3 2%	30 3%	15 2%	9 2%	21 2%	19 2%
Rubbish/ awful/ bad/ not good	38 2%	18 2%	12 2%	5 2%	35 2%	3 1%	22 1%	17 8% a	11 1%	26 3% a	7 2%	23 2%	15 2%
Don't like it/ hate it	18 1%	8 1%	7 1%	2 *%	17 1%	2 *%	10 1%	8 4% a	6 1%	12 1%	4 1%	12 1%	6 1%
Other negative mention	33 2%	16 2%	8 1%	7 2%	28 2%	4 1%	29 2%	5 2%	14 1%	19 2%	7 2%	15 1%	17 2%

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

Q40b. What do you think about the BBC?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
NEITHER POSITIVE NOR NEGATIVE													
Don't know/ no opinion/ don't watch enough to comment	234	105	84	22	213	18	165	69	75	144	33	164	62
	12%	13%	12%	7%	13%	5%	9%	34%	7%	18%	8%	16%	6%
		c	c		b			a		ac		b	
OVERALL SUMMARY													
ANY POSITIVE MENTION	1423	548	512	252	1130	281	1358	66	926	449	299	637	769
	71%	69%	72%	75%	69%	83%	76%	32%	81%	57%	76%	63%	81%
						a	b		bc		b		a
ANY NEGATIVE MENTION	498	200	171	95	431	63	422	76	224	263	88	289	201
	25%	25%	24%	28%	26%	19%	24%	37%	20%	33%	22%	28%	21%
					b			a		ac		b	
NO OPINION	234	105	84	22	213	18	165	69	75	144	33	164	62
	12%	13%	12%	7%	13%	5%	9%	34%	7%	18%	8%	16%	6%
		c	c		b			a		ac		b	
Columns Tested: a,b,c - a,b - a,b - a,b,c - a,b													

Q41A. 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"?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Disagree	143	41	61	41	85	59	112	20	9	2	27	36	34	45
	7%	7%	8%	7%	9% b	6%	7%	11% ad	9% d	4%	6%	6%	8%	9%
Neither agree nor disagree	508	139	207	162	253	255	409	49	31	19	98	130	87	192
	25%	23%	26%	27%	26%	25%	25%	27%	31%	31% a	20%	23%	21%	37% abc
Agree	1267	384	499	384	602	665	1073	101	57	36	348	385	270	259
	63%	64%	62%	64%	61%	65%	65% bc	56%	57%	59%	72% d	67% d	67% d	49%
Don't know	82	36	32	14	44	38	65	10	4	3	11	25	13	30
	4%	6% c	4%	2%	4%	4%	4%	5%	4%	5%	2%	4%	3%	6% a

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

Q41A. 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"?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Disagree	143	65	49	19	129	13	100	43	50	91	29	105	34
	7%	8%	7%	6%	8%	4%	6%	21%	4%	11%	7%	10%	4%
					b			a		ac	a	b	
Neither agree nor disagree	508	223	170	69	441	65	423	85	198	273	91	311	185
	25%	28%	24%	20%	27%	19%	24%	42%	17%	34%	23%	31%	19%
		c			b			a		ac	a	b	
Agree	1267	471	460	245	998	255	1220	47	857	386	261	540	712
	63%	59%	65%	73%	61%	75%	68%	23%	75%	49%	66%	53%	75%
				ab		a	b		bc		b		a
Don't know	82	36	34	4	74	7	53	29	31	43	14	59	23
	4%	5%	5%	1%	5%	2%	3%	14%	3%	5%	3%	6%	2%
		c	c					a		a		b	

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

Q41B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Disagree	168 8%	54 9%	62 8%	52 9%	86 9%	82 8%	125 8%	26 15% ad	12 12% a	5 8%	30 6%	37 6%	34 8%	63 12% ab
Neither agree nor disagree	498 25%	136 23%	209 26%	153 25%	255 26%	243 24%	404 24%	52 29%	28 28%	15 24%	98 20%	119 21%	115 29% ab	164 31% ab
Agree	1246 62%	374 62%	492 62%	379 63%	595 61%	651 64%	1057 64% bc	96 53%	56 56%	37 62%	342 71% cd	398 69% cd	240 59% d	263 50%
Don't know	88 4%	35 6% c	36 5%	17 3%	47 5%	41 4%	75 5%	6 3%	4 4%	4 7%	15 3%	21 4%	15 4%	35 7% ab

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

Q41B. PURPOSE 2 STATEMENT - LEARNING. Do you agree or disagree - "The BBC has programmes and content that helps me to learn about new things"?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Disagree	168	72	49	28	144	22	119	48	37	130	21	112	53
	8%	9%	7%	8%	9%	7%	7%	24% a	3%	16% ac	5%	11% b	6%
Neither agree nor disagree	498	210	174	61	449	49	429	68	208	263	93	288	198
	25%	26% c	24% c	18%	27% b	14%	24%	33% a	18%	33% ac	24% a	28% b	21%
Agree	1246	476	455	240	967	263	1193	53	868	343	271	550	681
	62%	60%	64%	71% ab	59%	77% a	66% b	26%	76% bc	43%	69% b	54%	71% a
Don't know	88	37	35	9	82	6	53	35	24	56	9	65	21
	4%	5%	5%	3%	5% b	2%	3%	17% a	2%	7% ac	2%	6% b	2%

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

Q41C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Disagree	337	100	133	103	184	153	258	45	27	7	76	86	72	102
	17%	17%	17%	17%	19% b	15%	16%	25% ad	27% ad	12%	16%	15%	18%	19%
Neither agree nor disagree	569	168	215	185	279	290	469	50	28	22	123	150	121	175
	28%	28%	27%	31%	28%	29%	28%	28%	28%	37% abc	25%	26%	30%	33% ab
Agree	991	294	405	292	475	516	842	80	41	28	273	313	196	202
	50%	49%	51%	49%	48%	51%	51% c	44%	41%	46%	56% cd	54% d	48% d	39%
Don't know	103	38	46	20	44	59	90	6	5	3	13	27	15	46
	5%	6% c	6% c	3%	5%	6%	5%	3%	5%	5%	3%	5%	4%	9% abc

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

Q41C. PURPOSE 3 STATEMENT - DISTINCTIVENESS. Do you agree or disagree - "The BBC has high quality shows I enjoy"?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Disagree	337	137	114	56	296	37	255	82	117	211	48	214	117
	17%	17%	16%	17%	18%	11%	14%	40%	10%	27%	12%	21%	12%
					b			a		ac		b	
Neither agree nor disagree	569	248	182	85	481	84	507	62	292	250	122	309	251
	28%	31%	26%	25%	29%	25%	28%	30%	26%	32%	31%	30%	26%
		b								a			
Agree	991	361	379	189	770	211	956	34	690	274	206	415	562
	50%	45%	53%	56%	47%	62%	53%	17%	61%	35%	52%	41%	59%
		a	a	a		a	b		bc		b		a
Don't know	103	49	39	7	95	9	76	27	38	57	18	76	24
	5%	6%	5%	2%	6%	3%	4%	13%	3%	7%	5%	8%	3%
		c	c		b			a		a		b	

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

Q41D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Disagree	387 19%	104 17%	155 19%	128 21%	209 21% b	178 17%	308 19%	44 25% ad	25 25% ad	9 16%	91 19%	100 17%	81 20%	113 22%
Neither agree nor disagree	650 33%	191 32%	241 30%	218 36% b	305 31%	345 34%	533 32%	57 32%	38 38%	21 35%	150 31%	181 31%	141 35%	176 33%
Agree	807 40%	242 40%	343 43% c	222 37%	395 40%	412 40%	688 41% c	65 36%	30 30%	24 40% c	223 46% cd	246 43% d	154 38%	180 34%
Don't know	156 8%	62 10% c	62 8%	32 5%	72 7%	83 8%	130 8%	13 7%	7 7%	5 9%	20 4%	49 9% a	28 7%	56 11% a

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

Q41D. PURPOSE 4 STATEMENT - REPRESENTATION AND PORTRAYAL. Do you agree or disagree - "The BBC has shows with people like me in them"?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Disagree	387	153	139	63	338	47	321	66	164	218	61	226	154
	19%	19%	19%	19%	21%	14%	18%	32%	14%	28%	16%	22%	16%
					b			a		ac		b	
Neither agree nor disagree	650	261	226	99	525	117	583	68	357	260	136	342	300
	33%	33%	32%	29%	32%	34%	32%	33%	31%	33%	35%	34%	31%
Agree	807	311	295	157	645	155	777	30	558	233	175	328	467
	40%	39%	41%	47%	39%	46%	43%	15%	49%	29%	44%	32%	49%
				a			b		b		b		a
Don't know	156	71	53	19	135	20	114	42	57	82	22	118	32
	8%	9%	7%	6%	8%	6%	6%	21%	5%	10%	6%	12%	3%
								a		ac		b	

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

AGREEMENT WITH PURPOSE 1-4 STATEMENTS

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
AGREE PURPOSE 1 STATEMENT - "News and information from the BBC helps me to understand what is going on in the UK and the world"	1267 63%	384 64%	499 62%	384 64%	602 61%	665 65%	1073 65% bc	101 56%	57 57%	36 59%	348 72% d	385 67% d	270 67% d	259 49%
AGREE PURPOSE 2 STATEMENT - "The BBC has programmes and content that helps me to learn about new things"	1246 62%	374 62%	492 62%	379 63%	595 61%	651 64%	1057 64% bc	96 53%	56 56%	37 62%	342 71% cd	398 69% cd	240 59% d	263 50%
AGREE PURPOSE 3 STATEMENT - "The BBC has high quality shows I enjoy"	991 50%	294 49%	405 51%	292 49%	475 48%	516 51%	842 51% c	80 44%	41 41%	28 46%	273 56% cd	313 54% d	196 48% d	202 39%
AGREE PURPOSE 4 STATEMENT - "The BBC has shows with people like me in them"	807 40%	242 40%	343 43% c	222 37%	395 40%	412 40%	688 41% c	65 36%	30 30%	24 40% c	223 46% cd	246 43% d	154 38%	180 34%
AGREE WITH ALL OF PURPOSE 1-4 STATEMENTS	562 28%	166 28%	237 30%	159 26%	281 29%	280 28%	484 29% cd	42 23%	23 23%	13 22%	155 32% d	187 33% cd	105 26%	111 21%
AGREE WITH ANY OF PURPOSE 1-4 STATEMENTS	1547 77%	469 78%	616 77%	462 77%	741 75%	806 79%	1305 79% bc	127 71%	69 69%	46 76%	411 85% bcd	460 80% d	321 79% d	348 66%
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

AGREEMENT WITH PURPOSE 1-4 STATEMENTS

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
AGREE WITH NONE OF PURPOSE 1-4 STATEMENTS	453	131	184	138	242	211	355	53	31	14	74	116	83	177
	23%	22%	23%	23%	25%	21%	21%	29% a	31% a	24%	15%	20% a	21% a	34% abc

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

AGREEMENT WITH PURPOSE 1-4 STATEMENTS

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
AGREE PURPOSE 1 STATEMENT - "News and information from the BBC helps me to understand what is going on in the UK and the world"	1267 63%	471 59%	460 65%	245 73% ab	998 61%	255 75% a	1220 68% b	47 23%	857 75% bc	386 49%	261 66% b	540 53%	712 75% a
AGREE PURPOSE 2 STATEMENT - "The BBC has programmes and content that helps me to learn about new things"	1246 62%	476 60%	455 64%	240 71% ab	967 59%	263 77% a	1193 66% b	53 26%	868 76% bc	343 43%	271 69% b	550 54%	681 71% a
AGREE PURPOSE 3 STATEMENT - "The BBC has high quality shows I enjoy"	991 50%	361 45%	379 53% a	189 56% a	770 47%	211 62% a	956 53% b	34 17%	690 61% bc	274 35%	206 52% b	415 41%	562 59% a
AGREE PURPOSE 4 STATEMENT - "The BBC has shows with people like me in them"	807 40%	311 39%	295 41%	157 47% a	645 39%	155 46%	777 43% b	30 15%	558 49% b	233 29%	175 44% b	328 32%	467 49% a
AGREE WITH ALL OF PURPOSE 1-4 STATEMENTS	562 28%	209 26%	210 29%	117 35% a	439 27%	115 34% a	548 31% b	14 7%	408 36% bc	141 18%	104 26% b	213 21%	339 36% a

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

AGREEMENT WITH PURPOSE 1-4 STATEMENTS

Base : All respondents aged 11-16 in secondary education

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
AGREE WITH ANY OF PURPOSE 1-4 STATEMENTS	1547 77%	586 74%	562 79%	290 86%	1230 75%	302 89%	1469 82%	78 38%	1013 89%	494 62%	329 84%	722 71%	807 85%
			a	ab		a	b		bc		b		a
AGREE WITH NONE OF PURPOSE 1-4 STATEMENTS	453 23%	209 26%	151 21%	48 14%	412 25%	38 11%	326 18%	127 62%	124 11%	298 38%	65 16%	293 29%	146 15%
		bc	c		b			a		ac	a	b	

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

Q42. Would you miss the BBC if it wasn't there?

Base : All respondents aged 11-16 in secondary education

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Yes	864 43%	260 43%	342 43%	262 44%	394 40%	470 46% a	732 44% b	66 37%	38 38%	28 47% bc	255 53% cd	281 49% d	176 44% d	147 28%
No	635 32%	177 30%	259 32%	199 33%	350 36% b	285 28%	507 31%	72 40% ad	41 41% ad	16 26%	135 28%	154 27%	118 29%	224 43% abc
Maybe	501 25%	162 27%	200 25%	139 23%	238 24%	262 26%	422 25%	41 23%	22 22%	16 27%	95 20%	140 24%	109 27% a	154 29% a

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

Q42. Would you miss the BBC if it wasn't there?

Base : All respondents aged 11-16 in secondary education

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Yes	864	307	335	173	663	194	849	15	648	197	191	335	523
	43%	39%	47%	51%	40%	57%	47%	7%	57%	25%	49%	33%	55%
			a	a		a	b		bc		b		a
No	635	276	221	85	562	69	479	156	224	389	93	421	196
	32%	35%	31%	25%	34%	20%	27%	76%	20%	49%	24%	42%	21%
		c			b			a		ac		b	
Maybe	501	212	157	80	417	77	467	34	266	206	110	258	235
	25%	27%	22%	24%	25%	23%	26%	17%	23%	26%	28%	25%	25%
							b						

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

Q43. Which one of these groups best describes [your child's] ethnic group or background?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	1557 78%	477 80%	625 78%	455 76%	776 79%	781 77%	1269 76%	151 84% ad	93 93% abd	45 74%	361 74%	434 75%	327 81% a	431 82% ab
Irish	20 1%	4 1%	8 1%	8 1%	13 1%	7 1%	7 *%	1 1%	- -%	11 19% abc	8 2% d	8 1%	3 1%	1 *%
Gypsy, Traveller or Irish Traveller	3 *%	- -%	1 *%	1 *%	2 *%	* *%	- -%	2 1% a	- -%	1 1% a	2 *%	- -%	1 *%	* *%
Any other white background	62 3%	19 3%	26 3%	17 3%	36 4%	26 3%	53 3%	6 3%	2 2%	1 1%	12 2%	19 3%	19 5%	12 2%
MIXED/ MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	40 2%	9 1%	17 2%	14 2%	16 2%	24 2%	36 2%	2 1%	2 2%	1 1%	5 1%	15 3%	8 2%	12 2%
White and Black African	23 1%	8 1%	10 1%	5 1%	8 1%	15 1%	21 1%	1 *%	1 1%	* *%	8 2%	8 1%	3 1%	4 1%
White and Asian	42 2%	16 3%	16 2%	10 2%	20 2%	22 2%	37 2% c	5 3% c	* *%	* *%	16 3% c	14 2%	4 1%	9 2%
Any other mixed/ multiple ethnic background	22 1%	2 *%	14 2% a	6 1%	9 1%	13 1%	21 1%	- -%	1 1%	- -%	4 1%	11 2% d	6 1%	2 *%

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

Q43. Which one of these groups best describes [your child's] ethnic group or background?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
ASIAN AND BRITISH ASIAN														
Indian	52 3%	14 2%	18 2%	20 3%	26 3%	26 3%	52 3% bcd	- -%	- -%	* *%	21 4% d	17 3% d	9 2%	5 1%
Pakistani	37 2%	18 3% b	11 1%	8 1%	18 2%	19 2%	33 2% d	3 2% d	1 1%	- -%	7 1%	8 1%	4 1%	17 3% c
Bangladeshi	25 1%	7 1%	7 1%	12 2%	9 1%	17 2%	25 2% b	- -%	* *%	- -%	4 1%	8 1%	4 1%	9 2%
Chinese	5 *%	2 *%	* *%	3 *%	1 *%	4 *%	4 *%	- -%	* *%	* *%	5 1% b	- -%	- -%	* *%
Any other Asian background	7 *%	2 *%	3 *%	2 *%	3 *%	4 *%	5 *%	2 1%	- -%	- -%	2 *%	4 1%	1 *%	1 *%
BLACK AND BLACK BRITISH														
African	47 2%	9 1%	24 3%	14 2%	17 2%	30 3%	42 3% cd	5 3% cd	- -%	* *%	17 4%	12 2%	7 2%	9 2%
Caribbean	15 1%	3 *%	5 1%	7 1%	7 1%	8 1%	15 1%	- -%	- -%	- -%	2 *%	4 1%	4 1%	5 1%
Any other Black/ African/ Caribbean background	9 *%	5 1%	1 *%	2 *%	5 *%	4 *%	7 *%	2 1%	- -%	- -%	3 1%	2 *%	1 *%	2 *%
OTHER ETHNIC GROUP														
Arab	4 *%	* *%	2 *%	1 *%	2 *%	2 *%	2 *%	1 *%	1 1%	* 1%	2 *%	* *%	1 *%	- -%

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

Q43. Which one of these groups best describes [your child's] ethnic group or background?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Any other ethnic background	12 1%	1 *%	5 1%	5 1%	5 1%	6 1%	11 1%	1 *%	- -%	- -%	3 1%	1 *%	1 *%	6 1%
Prefer not to say	18 1%	2 *%	6 1%	9 2%	8 1%	10 1%	18 1%	- -%	- -%	* *%	3 1%	11 2%	3 1%	2 *%

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

Q43. Which one of these groups best describes [your child's] ethnic group or background?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
WHITE													
English/ Welsh/ Scottish/ Northern Irish/ British	1557 78%	617 78%	569 80%	258 76%	1557 95% b	- -%	1389 77%	169 82%	855 75%	653 82% ac	300 76%	784 77%	747 78%
Irish	20 1%	2 *%	12 2% a	4 1%	20 1%	- -%	18 1%	2 1%	15 1%	4 1%	4 1%	9 1%	11 1%
Gypsy, Traveller or Irish Traveller	3 *%	* *%	2 *%	- -%	3 *%	- -%	3 *%	- -%	3 *%	- -%	1 *%	2 *%	1 *%
Any other white background	62 3%	24 3%	28 4%	7 2%	62 4% b	- -%	50 3%	13 6% a	30 3%	27 3%	10 3%	39 4%	21 2%
MIXED/ MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	40 2%	17 2%	15 2%	6 2%	- -%	40 12% a	40 2%	- -%	18 2%	21 3%	5 1%	18 2%	22 2%
White and Black African	23 1%	12 1%	5 1%	5 1%	- -%	23 7% a	22 1%	1 1%	14 1%	8 1%	4 1%	10 1%	14 1%
White and Asian	42 2%	10 1%	16 2%	11 3% a	- -%	42 12% a	41 2%	1 1%	23 2%	17 2%	11 3%	21 2%	21 2%

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

Q43. Which one of these groups best describes [your child's] ethnic group or background?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Any other mixed/ multiple ethnic background	22 1%	10 1%	10 1%	2 1%	- -%	22 6% a	20 1%	2 1%	17 1%	5 1%	5 1%	13 1%	9 1%
ASIAN AND BRITISH ASIAN													
Indian	52 3%	22 3%	18 3%	10 3%	- -%	52 15% a	48 3%	4 2%	41 4% b	11 1%	12 3%	28 3%	23 2%
Pakistani	37 2%	24 3% b	5 1%	4 1%	- -%	37 11% a	34 2%	3 1%	26 2%	10 1%	10 3%	18 2%	19 2%
Bangladeshi	25 1%	18 2% c	7 1%	- -%	- -%	25 7% a	24 1%	2 1%	16 1%	9 1%	7 2%	10 1%	15 2%
Chinese	5 *%	1 *%	1 *%	2 1%	- -%	5 1% a	5 *%	- -%	3 *%	1 *%	- -%	1 *%	4 *%
Any other Asian background	7 *%	2 *%	3 *%	2 1%	- -%	7 2% a	7 *%	- -%	4 *%	4 *%	1 *%	3 *%	4 *%
BLACK AND BLACK BRITISH													
African	47 2%	14 2%	9 1%	15 5% ab	- -%	47 14% a	42 2%	5 2%	37 3% b	8 1%	8 2%	28 3%	19 2%
Caribbean	15 1%	6 1%	4 1%	2 1%	- -%	15 4% a	13 1%	2 1%	9 1%	3 *%	4 1%	7 1%	6 1%

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

Q43. Which one of these groups best describes [your child's] ethnic group or background?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Any other Black/ African/ Caribbean background	9	5	1	2	-	9	9	-	7	-	6	5	4
	%	1%	%	1%	-%	3%	1%	-%	1%	-%	1%	%	%
						a			b		b		
OTHER ETHNIC GROUP													
Arab	4	1	*	2	-	4	3	1	2	1	1	1	3
	%	%	%	1%	-%	1%	%	%	%	%	%	%	%
						a							
Any other ethnic background	12	6	3	2	-	12	12	-	7	5	2	9	3
	1%	1%	%	1%	-%	3%	1%	-%	1%	1%	%	1%	%
						a							
Prefer not to say	18	5	3	4	-	-	17	1	10	6	4	10	8
	1%	1%	%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%

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

Q44. Do any of these impact or limit [your child's] day-to-day activities?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Hearing? Poor hearing, partial hearing, or are deaf	36 2%	13 2%	13 2%	10 2%	20 2%	16 2%	27 2%	3 2%	4 4% a	1 2%	12 3%	8 1%	6 1%	10 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	96 5%	30 5%	32 4%	34 6%	45 5%	51 5%	78 5%	8 5%	6 6%	3 5%	25 5%	22 4%	23 6%	24 5%
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	44 2%	15 2%	16 2%	13 2%	22 2%	21 2%	33 2%	9 5% ad	2 2%	1 1%	13 3%	12 2%	9 2%	9 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	27 1%	10 2%	9 1%	8 1%	10 1%	17 2%	21 1%	4 2%	1 1%	1 1%	7 1%	8 1%	3 1%	9 2%
Breathing? Breathlessness or chest pains	44 2%	12 2%	17 2%	16 3%	17 2%	27 3%	37 2% c	5 3% c	* *% c	2 3% c	13 3%	7 1%	7 2%	15 3%

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

Q44. Do any of these impact or limit [your child's] day-to-day activities?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	104 5%	32 5%	42 5%	30 5%	55 6%	49 5%	87 5%	10 5%	5 5%	3 5%	20 4%	28 5%	18 4%	36 7%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	110 6%	31 5%	45 6%	35 6%	70 7% b	40 4%	92 6%	7 4%	7 7%	4 7%	19 4%	29 5%	19 5%	42 8% a
Mental health? Anxiety, depression, or trauma-related conditions, for example	175 9%	33 5%	87 11% a	55 9% a	57 6%	117 12% a	148 9%	15 9%	7 7%	4 7%	29 6%	46 8%	32 8%	65 12% ab
Other illnesses/ conditions which impact or limit their daily activities	52 3%	17 3%	15 2%	19 3%	23 2%	29 3%	41 2%	6 3%	4 4%	1 2%	14 3%	7 1%	9 2%	22 4% b
Nothing – no impairments or conditions impact or limit their daily activities	1469 73%	461 77% c	583 73%	425 71%	732 75%	737 72%	1222 74%	129 72%	75 75%	44 73%	374 77% d	444 77% d	304 75% d	341 65%
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Q44. Do any of these impact or limit [your child's] day-to-day activities?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
Prefer not to say	43 2%	12 2%	17 2%	14 2%	23 2%	20 2%	34 2%	6 4%	2 2%	1 1%	7 1%	16 3%	7 2%	11 2%
Don't know	60 3%	14 2%	20 2%	26 4%	29 3%	31 3%	56 3% c	3 2%	- -%	1 1%	9 2%	14 2%	11 3%	26 5% a

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

Q44. Do any of these impact or limit [your child's] day-to-day activities?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Hearing? Poor hearing, partial hearing, or are deaf	36 2%	13 2%	15 2%	4 1%	27 2%	7 2%	34 2%	2 1%	22 2%	10 1%	11 3%	17 2%	19 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	96 5%	41 5%	31 4%	13 4%	77 5%	19 6%	92 5%	4 2%	65 6% b	25 3%	20 5%	43 4%	53 6%
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	44 2%	19 2%	16 2%	5 2%	30 2%	14 4% a	39 2%	5 2%	31 3% b	10 1%	12 3%	24 2%	18 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	27 1%	16 2%	9 1%	2 1%	21 1%	6 2%	27 1%	- -%	25 2% b	2 *%	7 2% b	18 2%	9 1%
Breathing? Breathlessness or chest pains	44 2%	24 3%	13 2%	5 1%	32 2%	12 4%	43 2%	1 1%	33 3% b	9 1%	12 3% b	14 1%	31 3% a
Columns Tested: a,b,c - a,b - a,b - a,b,c - a,b													

Q44. Do any of these impact or limit [your child's] day-to-day activities?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	104 5%	48 6%	35 5%	12 4%	85 5%	19 5%	92 5%	12 6%	67 6%	32 4%	28 7% b	46 5%	58 6%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	110 6%	43 5%	44 6%	14 4%	95 6%	16 5%	103 6%	7 4%	72 6%	33 4%	27 7%	50 5%	61 6%
Mental health? Anxiety, depression, or trauma-related conditions, for example	175 9%	90 11% bc	53 7% c	9 3%	143 9%	30 9%	157 9%	18 9%	102 9%	62 8%	42 11%	72 7%	103 11% a
Other illnesses/ conditions which impact or limit their daily activities	52 3%	26 3%	15 2%	6 2%	49 3% b	3 1%	47 3%	5 3%	31 3%	18 2%	7 2%	23 2%	29 3%
Nothing – no impairments or conditions impact or limit their daily activities	1469 73%	562 71%	541 76% a	282 84% ab	1218 74%	240 71%	1324 74%	145 71%	814 72%	625 79% ac	277 70%	754 74%	690 72%

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

Q44. Do any of these impact or limit [your child's] day-to-day activities?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
Prefer not to say	43	12	15	5	30	11	37	7	18	19	6	26	18
	2%	1%	2%	1%	2%	3%	2%	3%	2%	2%	1%	3%	2%
Don't know	60	28	9	8	43	15	45	15	31	19	10	38	17
	3%	4%	1%	2%	3%	4%	2%	7%	3%	2%	2%	4%	2%
		b						a				b	

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

Q45. How much help did [your child] receive in completing the questions today?

Base : All parent/ guardian respondents

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12 a	AGED 13-14 b	AGED 15-16 c	BOY a	GIRL b	ENGLAND a	SCOTLAND b	WALES c	NORTHERN IRELAND d	AB a	C1 b	C2 c	DE d
Significance Level: 95%														
Unweighted total	2036	601	814	621	1006	1030	1252	278	252	254	621	572	388	444
Effective Weighted Sample	1633	490	658	484	801	832	1217	254	232	250	517	450	319	376
Total	2000	600	800	600	983	1017	1660	180	100	60	485	576	404	525
A lot	214 11%	63 10%	90 11%	61 10%	92 9%	122 12%	176 11%	21 12%	8 8%	9 16% ac	59 12%	58 10%	51 13%	46 9%
A little	500 25%	201 34% bc	196 24% c	103 17%	269 27% b	230 23%	417 25%	45 25%	23 23%	14 24%	111 23%	141 25%	104 26%	142 27%
None	1286 64%	336 56%	514 64% a	436 73% ab	622 63%	665 65%	1067 64%	113 63%	69 69% d	36 61%	314 65%	377 65%	250 62%	337 64%

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

Q45. How much help did [your child] receive in completing the questions today?

Base : All parent/ guardian respondents

	Total	FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTEN- TIALY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%		a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	2036	748	761	377	1730	292	1840	196	1172	795	402	1033	977
Effective Weighted Sample	1633	610	597	315	1356	264	1475	159	941	637	322	826	784
Total	2000	795	713	338	1642	340	1795	205	1137	793	394	1015	954
A lot	214	92	77	35	164	48	195	19	154	47	65	129	84
	11%	12%	11%	10%	10%	14%	11%	9%	14%	6%	17%	13%	9%
						a			b		b	b	
A little	500	195	178	83	405	92	460	40	293	180	123	271	224
	25%	25%	25%	25%	25%	27%	26%	19%	26%	23%	31%	27%	23%
											b		
None	1286	509	459	220	1073	200	1140	146	690	566	206	614	645
	64%	64%	64%	65%	65%	59%	64%	71%	61%	71%	52%	61%	68%
					b				c	ac			a

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGE OF CHILD INTERVIEWED			GENDER OF CHILD INTERVIEWED		NATION				HOUSEHOLD SOCIO-ECONOMIC GROUP			
		AGED 11-12	AGED 13-14	AGED 15-16	BOY	GIRL	ENGLAND	SCOTLAND	WALES	NORTHERN IRELAND	AB	C1	C2	DE
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	d
Unweighted total	1886	566	756	564	948	938	1161	256	237	232	589	533	361	397
Effective Weighted Sample	1514	460	612	441	754	760	1128	235	219	228	491	419	297	336
Total	1846	559	743	544	919	927	1532	165	94	55	461	535	375	468
Most Financially Vulnerable	795	252	314	230	374	421	670	61	43	21	79	204	163	344
	43%	45%	42%	42%	41%	45%	44%	37%	45%	39%	17%	38% a	43% a	74% abc
Potentially Financially Vulnerable	713	206	290	217	374	339	576	70	43	25	169	244	178	120
	39%	37%	39%	40%	41%	37%	38%	42%	45% a	46% a	37% d	46% ad	48% ad	26%
Least Financially Vulnerable	338	101	139	98	171	166	287	34	9	8	213	87	34	4
	18%	18%	19%	18%	19%	18%	19% c	21% c	9%	15%	46% bcd	16% cd	9% d	1%

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		FINANCIAL VULNERABILITY			ETHNICITY		BBC SERVICES USED IN PAST MONTH		USED BITESIZE IN LOCKDOWN ONE/ THREE			NUMBER OF VOD SERVICES WATCHED IN PAST MONTH	
		MOST	POTENTIALLY	LEAST	WHITE	ETHNIC MINORITY GROUP	ANY	NONE	YES	NO	FIRST TIME	1-5	6+
Significance Level: 95%	Total	a	b	c	a	b	a	b	a	b	c	a	b
Unweighted total	1886	748	761	377	1607	269	1708	178	1097	732	378	956	910
Effective Weighted Sample	1514	610	597	315	1263	243	1370	144	882	587	304	764	731
Total	1846	795	713	338	1524	310	1661	185	1063	727	371	936	887
Most Financially Vulnerable	795	795	-	-	644	147	689	107	431	325	163	414	366
	43%	100%	-%	-%	42%	47%	41%	58%	41%	45%	44%	44%	41%
		bc						a					
Potentially Financially Vulnerable	713	-	713	-	611	99	646	67	403	296	142	364	343
	39%	-%	100%	-%	40%	32%	39%	36%	38%	41%	38%	39%	39%
			ac		b								
Least Financially Vulnerable	338	-	-	338	269	64	326	11	229	107	66	157	178
	18%	-%	-%	100%	18%	21%	20%	6%	21%	15%	18%	17%	20%
				ab			b		b				

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