

YouGov Survey Results - updated 30/06/2008 - Survey Description



Objectives	To measure attitudes to media technology; To measure attitudes to children's programming and services
Target population	Nationally representative sample of UK adults
Achieved sample size and target size	5,097 respondents. Care should be taken when considering any subgroups showing base sizes of fewer than 50 respondents
Sampling method	YouGov proprietary panel of UK adults to quotas matching the required specification
Data collection method	12,500 eligible respondents were emailed and invited to take part in the online survey, giving a response rate of 41% over five days
Incentives	In return for taking part, respondents were paid a small incentive into their YouGov account
Weighting procedures	<p>The data in this presentation has been weighted to two profiles:</p> <ul style="list-style-type: none"> - UK adults who have internet access (media technology section). This included weighting to population targets plus broadband penetration, frequency of internet use and website reach in cases where the website reach reported by the sample differed from Nielsen//Netratings figures. - UK adults (children's programming and services section). This included weighting to population targets plus broadband penetration, frequency of internet use and TV platform in home (targets from Ofcom) <p>Population target weights have been taken from the ONS</p>

NOTE: Owing to a labelling error by YouGov, the figures quoted in the YouGov-sourced tables on pages 52 and 81 of the BBC PSB submission to Ofcom are based on parents with children aged under 13 rather than parents with children aged under 16 as stated. Both sets of figures are included below.

YouGov Survey Results - TECHNOLOGY

Sample Size: 5097

Fieldwork: 6th - 10th June 2008

All Online UK Adults

Unweighted Sample

5097
5097

%

What type of internet connection do you have at home?

Broadband	88
Narrowband or dial-up	3
Internet connection at home but not sure which type	2
I do not have internet access at home – I access it somewhere else	7

How often do you access the internet from a desktop or laptop computer, either at home or at work? [Please select one option]

Every day or almost every day	59
At least once a week (but not every day)	37
At least once a month (but not every week)	1
Less than once a month	1
Don't know	2

Overall, what do you think of the following broadcasters? Please give your general impression of each one, giving a score of 1-10, where 1 means extremely unfavourable and 10 means extremely favourable.

General impression of the BBC

1 to 4	15
5 to 7	39
8 to 10	43
Don't know	3

Mean **6.73**

General impression of ITV

1 to 4	19
5 to 7	49
8 to 10	29
Don't know	3

Mean **6.21**

General impression of Channel 4

1 to 4	13
5 to 7	51
8 to 10	31
Don't know	4

Mean **6.43**

5097
5097
%

[Continued] Please give your general impression of each one, giving a score of 1-10, where 1 means extremely unfavourable and 10 means extremely favourable.

General impression of five

1 to 4	25
5 to 7	51
8 to 10	17
Don't know	8

Mean **5.62**

General impression of Sky

1 to 4	19
5 to 7	31
8 to 10	27
Don't know	24

Mean **6.17**

Being connected to the internet via broadband is said to bring some benefits. For example, as a form of communication / connecting people across geographical boundaries; as a means of finding out information and learning new things; as a means of entertainment and as a way of undertaking everyday activities (e.g. shopping, banking).

At present, not every household is connected to broadband, either because they do not want it, or because they use a dial-up connection, or because of financial considerations or because of a lack of confidence with using new technology or because they live in an area of the country where broadband is not available as yet.

How important do you think it is for the good for UK society that everyone can be connected to the internet via broadband? Please rate on a scale of 1 to 10 where 1 means 'not important at all' and 10 means 'very important'.

1 to 4	13
5 to 7	31
8 to 10	52
Don't know	4

Mean **7.21**

5097
5097
%

Which, if any, of the following websites have you visited in the last month? [Please select as many as apply]

National newspapers	22
Wikipedia	26
Video sharing websites e.g. YouTube / Google Video	32
Social networking sites e.g. Myspace / Bebo / Facebook	33
bbc.co.uk (the website of the BBC)	47
itv.com (the website of ITV)	7
five.tv (the website of Channel 5)	1
channel4.com (the website of Channel 4)	6
Blogs	10
Websites for museums or other cultural institutions	15
Portal sites e.g. msn.co.uk, yahoo.co.uk	33
Search engines e.g. Google search, Yahoo search, Ask.com	81
Sky.com (the website of Sky)	13
None of these	7

How do you find tend to find new sites to visit on the internet? [Please select as many as apply]

Search engines	76
Links from webpages that you are visiting	43
Recommendations from other users	43
Television or radio programmes suggesting websites to visit	23
Websites with a broad range of content on offer (e.g. yahoo, bbc.co.uk, msn.co.uk)	24
Advertising of websites	18
Other	3
Don't know	6

5097
5097
%

How trustworthy do you find the information on the following websites?
Please give a score from 1 to 10 where 1 is 'not at all trustworthy' and 10 is 'very trustworthy'.

National newspaper website(s) that you visit

1 to 4	7
5 to 7	32
8 to 10	28
Don't know	33

Mean **6.81**

Wikipedia

1 to 4	14
5 to 7	28
8 to 10	21
Don't know	37

Mean **6.24**

Video sharing websites e.g. YouTube / Google Video

1 to 4	24
5 to 7	30
8 to 10	10
Don't know	36

Mean **5.12**

Social networking sites e.g. Myspace / Bebo / Facebook

1 to 4	27
5 to 7	25
8 to 10	10
Don't know	38

Mean **4.80**

bbc.co.uk (the website of the BBC)

1 to 4	6
5 to 7	21
8 to 10	52
Don't know	21

Mean **7.72**

5097
5097
%

[Continued] How trustworthy do you find the information on the following websites?

Please give a score from 1 to 10 where 1 is 'not at all trustworthy' and 10 is 'very trustworthy'.

itv.com (the website of ITV)

1 to 4	6
5 to 7	25
8 to 10	21
Don't know	48

Mean **6.74**

five.tv (the website of Channel 5)

1 to 4	7
5 to 7	23
8 to 10	13
Don't know	58

Mean **6.30**

channel4.com (the website of Channel 4)

1 to 4	6
5 to 7	25
8 to 10	20
Don't know	49

Mean **6.75**

Blogs

1 to 4	28
5 to 7	19
8 to 10	5
Don't know	48

Mean **4.29**

Websites for museums or other cultural institutions

1 to 4	4
5 to 7	19
8 to 10	39
Don't know	38

Mean **7.70**

5097
5097
%

[Continued] How trustworthy do you find the information on the following websites?

Please give a score from 1 to 10 where 1 is 'not at all trustworthy' and 10 is 'very trustworthy'.

Portal sites e.g. msn.co.uk, yahoo.co.uk

1 to 4	9
5 to 7	35
8 to 10	28
Don't know	28

Mean 6.69

Sky.com (the website of Sky)

1 to 4	8
5 to 7	24
8 to 10	19
Don't know	50

Mean 6.51

Search engines e.g. Google search, Yahoo search, Ask.com

1 to 4	6
5 to 7	33
8 to 10	53
Don't know	8

Mean 7.49

Please pick the site you find most trustworthy from the list.

National newspaper website(s) that you visit	3
Wikipedia	4
Video sharing websites e.g. YouTube / Google Video	1
Social networking sites e.g. Myspace / Bebo / Facebook	2
bbc.co.uk (the website of the BBC)	34
itv.com (the website of ITV)	1
five.tv (the website of Channel 5)	1
channel4.com (the website of Channel 4)	1
Blogs	1
Websites for museums or other cultural institutions	6
Portal sites e.g. msn.co.uk yahoo.co.uk	3
Sky.com (the website of Sky)	3
Search engines e.g. Google search, Yahoo search, Ask.com	24
Don't know	12
None of these	5

5097
5097
%

Please pick the site you would most trust with your own details / personal information.

National newspaper website(s) that you visit	1
Wikipedia	1
Video sharing websites e.g. YouTube / Google Video	1
Social networking sites e.g. Myspace / Bebo / Facebook	3
bbc.co.uk (the website of the BBC)	17
itv.com (the website of ITV)	1
five.tv (the website of Channel 5)	0
channel4.com (the website of Channel 4)	0
Blogs	1
Websites for museums or other cultural institutions	2
Portal sites e.g. msn.co.uk yahoo.co.uk	3
Sky.com (the website of Sky)	2
Search engines e.g. Google search, Yahoo search, Ask.com	5
Don't know	20
None of these	44

To what extent do you agree or disagree with the following statements about using the internet?

I have concerns about accidentally coming across inappropriate material when using the internet

Strongly agree	13
Agree	27
Neither agree nor disagree	25
Disagree	22
Strongly disagree	9
Don't know	4
Agree (net)	40
Disagree (net)	31

I have concerns about children accidentally coming across inappropriate material when they use the internet

Strongly agree	36
Agree	36
Neither agree nor disagree	16
Disagree	6
Strongly disagree	2
Don't know	5
Agree (net)	72
Disagree (net)	8

5097
5097
%

[Continued] To what extent do you agree or disagree with the following statements about using the internet?

I have concerns about credit card fraud / identify theft when using the internet

Strongly agree	28
Agree	40
Neither agree nor disagree	18
Disagree	9
Strongly disagree	2
Don't know	3
Agree (net)	68
Disagree (net)	11

I am not certain whether information on the internet can be trusted

Strongly agree	10
Agree	38
Neither agree nor disagree	34
Disagree	12
Strongly disagree	3
Don't know	4
Agree (net)	48
Disagree (net)	15

I am comfortable with the level of risk in using the internet

Strongly agree	10
Agree	43
Neither agree nor disagree	27
Disagree	12
Strongly disagree	4
Don't know	4
Agree (net)	53
Disagree (net)	17

5097
5097
%

[Continued] To what extent do you agree or disagree with the following statements about using the internet?

The benefits of the internet outweigh the risks

Strongly agree	20
Agree	44
Neither agree nor disagree	26
Disagree	5
Strongly disagree	2
Don't know	4
Agree (net)	63
Disagree (net)	7

One possible way of helping people to know whether the information on websites is credible would be to have a certification scheme (like a kitemark). Some sites could carry a logo or marker to say that the site was trustworthy, and there could be an independent body to contact if people had concerns or complaints about a site.

To what extent do you agree or disagree with the following statement?

I would welcome a system like this.

Strongly agree	36
Agree	38
Neither agree nor disagree	15
Disagree	4
Strongly disagree	2
Don't know	5
Agree (net)	74
Disagree (net)	6

In addition to its television and radio services, one of the things, set out in law, that the BBC must do is to help the public to make the most of the benefits offered by new technology.

The BBC does this in the following ways:

- finding ways of helping people who might otherwise be fearful of new technology so they don't miss out
- giving people opportunities to use and enjoy new technology
- using advances in technology to find new means to bring BBC programmes, content and services to people (e.g. the web, catch-up services where you can view programmes previously broadcast on TV via the internet, high definition TV, digital TV channels and radio stations).

All Online UK Adults
Unweighted Sample

5097
5097
%

How important do you feel it is that the BBC should do these things?

Please rate each on a scale from 1 to 10 where one means 'not important at all' and 10 means 'very important'.

Lets people know during TV programmes what extra information is available on the website

1 to 4	15
5 to 7	33
8 to 10	44
Don't know	8

Mean **6.88**

Provides opportunities for web users to share their views and their own content e.g. photographs video clips

1 to 4	25
5 to 7	38
8 to 10	29
Don't know	9

Mean **5.92**

Provides a catch-up service on its website where programmes can be viewed after they have been shown on television

1 to 4	17
5 to 7	34
8 to 10	41
Don't know	8

Mean **6.67**

5097
5097
%

[Continued] How important do you feel it is that the BBC should do these things?

Please rate each on a scale from 1 to 10 where one means 'not important at all' and 10 means 'very important'.

Provides webpages with extra information about TV programmes

1 to 4	15
5 to 7	42
8 to 10	35
Don't know	8
Mean	6.57

Provides webpages with other information of general interest to people e.g. recipe finder, pages on history, science, lifestyle topics, etc.

1 to 4	13
5 to 7	38
8 to 10	41
Don't know	8
Mean	6.83

Provides online learning modules to help new web users

1 to 4	12
5 to 7	30
8 to 10	50
Don't know	8
Mean	7.23

Helps people who aren't internet users to start using the web by providing web content that interests them

1 to 4	13
5 to 7	32
8 to 10	47
Don't know	9
Mean	7.01

Provides a website that is easy to use

1 to 4	6
5 to 7	18
8 to 10	67
Don't know	9
Mean	8.18

Provides events and learning opportunities in people's local area to help those who aren't internet users to start using it

1 to 4	14
5 to 7	33
8 to 10	44
Don't know	10
Mean	6.92

5097
5097
%

[Continued] How important do you feel it is that the BBC should do these things?

Please rate each on a scale from 1 to 10 where one means 'not important at all' and 10 means 'very important'.

Communicates the benefits of new technologies to raise everyone's awareness of the opportunities these can offer

1 to 4	12
5 to 7	34
8 to 10	45
Don't know	9

Mean **7.03**

Communicates the benefits of new technologies especially to raise the awareness of people who might otherwise be fearful of them

1 to 4	12
5 to 7	32
8 to 10	47
Don't know	9

Mean **7.09**

And still thinking about the list above, please pick the THREE things that you think are the most important for the BBC to do. [Please tick up to THREE answers]

Lets people know during TV programmes what extra information is available on the website	16
Provides opportunities for web users to share their views and their own content e.g. photographs video clips	5
Provides a catch-up service on its website where programmes can be viewed after they have been shown on television	42
Provides webpages with extra information about TV programmes	25
Provides webpages with other information of general interest to people e.g. recipe finder, pages on history, science, lifestyle topics, etc.	31
Provides online learning modules to help new web users	30
Helps people who aren't internet users to start using the web by providing web content that interests them	18
Provides a website that is easy to use	53
Provides events and learning opportunities in people's local area to help those who aren't internet users to start using it	13
Communicates the benefits of new technologies to raise everyone's awareness of the opportunities these can offer	12
Communicates the benefits of new technologies especially to raise the awareness of people who might otherwise be fearful of them	9
Don't know	11

One of the things the BBC could try to do on the internet is to set a high standard for content on the web.

These are some of the ways the BBC could do this.

All Online UK Adults
Unweighted Sample

5097
5097
%

How important do you feel it is that the BBC does these things?

Please rate each on a scale from 1 to 10 where one means 'not important at all' and 10 means 'very important'.

Provides content on the web that is of the standard that people expect from the BBC

1 to 4	5
5 to 7	19
8 to 10	68
Don't know	8
Mean	8.28

Makes sure its website can be used by all (e.g. making the site clear for anyone with sight difficulties, subtitling of video clips that appear on the site)

1 to 4	6
5 to 7	20
8 to 10	66
Don't know	9
Mean	8.20

Provides links to other websites to help people find other credible and trustworthy content on the web

1 to 4	7
5 to 7	26
8 to 10	59
Don't know	8
Mean	7.74

Makes sure its website is a safe place to go on the web where people know they won't come across inappropriate material

1 to 4	5
5 to 7	15
8 to 10	71
Don't know	8
Mean	8.48

Makes sure its website is a safe place for children to go on the web where they won't come across inappropriate material

1 to 4	5
5 to 7	13
8 to 10	74
Don't know	8
Mean	8.70

Is one of the first ports of call for people when they are on the web

1 to 4	14
5 to 7	38
8 to 10	38
Don't know	10
Mean	6.64

-When multi-channel television started, the main way to get extra TV channels, in addition to the five terrestrial channels, was to pay a monthly subscription to get satellite or cable.

-Then the BBC, using some of the Licence Fee, and other broadcasters, using their income, set up Freeview as another option to allow as many people as possible to get access to some of the extra TV channels but at a lesser cost.

-With Freeview, people make a one-off payment for the set-top box or purchase a TV set with Freeview built-in and they can then receive some extra channels. After that, there is nothing to pay.

-Freeview offers an alternative for people who do not want to or who can not pay a monthly subscription for services that offer many more TV channels (e.g. Sky Digital or Virgin Media).

All Online UK Adults
Unweighted Sample

	5097
	5097
	%

To what extent do you agree or disagree that the BBC should continue to invest some of the Licence Fee in developments like these in order to give as many people as possible access to new technologies?

Strongly agree	34
Agree	36
Neither agree nor disagree	16
Disagree	5
Strongly disagree	4
Don't know	5
Agree (net)	70
Disagree (net)	9

In your view, which one of the following best describes what the BBC should do in developing media technology? Pick the one statement below that best describes your view.

The BBC should take the lead in pushing forward new developments in media technology and prioritise investment in this area	23
The BBC should let others take the lead in developing media technology but also make sure it does not fall behind	15
The BBC should work in partnership with other organisations to develop media technology	42
The BBC should just concentrate on improving the service they already offer and not invest in media technology	10
Don't know	10

YouGov Survey Results - CHILDREN'S PROGRAMMING AND SERVICES

Sample Size: 5097

Fieldwork: 6th - 10th June 2008

All UK Adults
Unweighted Sample

Total	Parents of children aged under 16	Parents of children aged under 13
5097	1138	981
5097	1267	1088
%	%	%

Please indicate which, if any, of the following types of television your household receives at the moment.

First on your main set? [Please select one from the following list]

The five terrestrial channels only (i.e. BBC One, BBC Two, ITV1, Channel 4/S4C, Five)	12	8	8
Freeview (i.e. digital TV accessed through a set-top box, or integrated into your TV, that you do not have to pay a subscription for)	37	33	33
Sky Digital (i.e. digital TV through a satellite dish that you pay a monthly subscription for)	31	39	39
Virgin Media (i.e. TV through a cable connection that you pay a monthly subscription for)	15	16	16
Digital TV via a broadband DSL line (from HomeChoice or Kingston Communications)	1	1	1
Other	2	2	2
Don't know	1	0	0
My household does not have a television	2	1	1

All with a television
Unweighted Sample

4973	1129	971
5017	1258	1079
%	%	%

...and on any other sets? [Please pick as many as apply]

The five terrestrial channels only (i.e. BBC One, BBC Two, ITV1, Channel 4/S4C, Five)	41	42	40
Freeview (i.e. digital TV accessed through a set-top box, or integrated into your TV, that you do not have to pay a subscription for)	34	38	37
Sky Digital (i.e. digital TV through a satellite dish that you pay a monthly subscription for)	12	15	15
Virgin Media (i.e. TV through a cable connection that you pay a monthly subscription for)	4	6	6
Digital TV via a broadband DSL line (from HomeChoice or Kingston Communications)	1	1	1
Other	2	2	2
Don't know	1	0	0
I do not have another TV set	23	18	19

All UK Adults
Unweighted Sample

5097	1138	981
5097	1267	1088
%	%	%

Now some questions about children's programming. Please answer these whether you have children or not.

Which of the below do you feel is most important in children's programming?

Having children's programmes that are made in the UK	17	21	22
Having more than one broadcaster showing children's programmes	4	6	6
Having children's programmes that are high quality and trustworthy	73	71	70
Don't know	6	2	2

In the future, ITV1, Channel 4 and Five might find it harder to keep showing children's programmes that are made in the UK.

This is because these broadcasters are funded by advertising, and these programmes are expensive to make and tend to bring in less money through advertising.

The BBC would keep on showing UK-made children's programmes though. Other children's channels (e.g. Disney, Nickelodeon) would continue to show children's programmes as they do now.

All UK Adults
Unweighted Sample

5097	1138	981
5097	1267	1088
%	%	%

With this in mind, to what extent do you agree or disagree with the following statement?

I would be satisfied for ITV1, Channel 4 and Five to show less UK-made children's programming AS LONG AS the BBC spends more on children's programming made in the UK.

Strongly agree	9	12	13
Agree	25	28	29
Neither agree nor disagree	35	32	31
Disagree	17	15	15
Strongly disagree	7	9	9
Don't know	7	4	3
Agree (net)	34	40	42
Disagree (net)	24	24	24

The following offer TV programming and websites for children.

Which of the following have you and / or your children watched / used in the last two years (i.e. since 2006)? [Please tick all that apply]

Cbeebies (including Cbeebies channel or on BBC Two or Cbeebies website or Cbeebies Radio)	34	69	75
CBBC (including CBBC Channel or on BBC One or on BBC Two or CBBC website)	33	64	67
CITV	18	45	47
Milkshake on Five/ Fiver (formerly Five Life)	10	29	33
Playhouse Disney	8	22	25
Disney	15	34	36
Nick Jr	12	33	37
Nickelodeon	17	38	40
Boomerang	10	25	27
I have not watched/ used any of these	53	10	6

What is your general impression of the children's services (TV programming and / or websites) from the following?

Please give each a score on a scale of 1-10, where 1 means extremely unfavourable and 10 means extremely favourable.

All who have watched Cbeebies

Unweighted Sample

1713	780	738
1831	884	835
%	%	%

Cbeebies

1 to 4	4	4	3
5 to 7	23	19	19
8 to 10	71	76	76
Don't know	2	2	2
Mean	8.12	8.30	8.35

All who have watched CBBC

Unweighted Sample

1656	726	653
1732	810	726
%	%	%

CBBC

1 to 4	5	5	5
5 to 7	31	28	27
8 to 10	61	65	66
Don't know	4	3	2
Mean	7.73	7.85	7.89

All who have watched CITV

Unweighted Sample

937	508	461
1006	576	520
%	%	%

CITV

1 to 4	10	11	11
5 to 7	41	40	41
8 to 10	45	47	46
Don't know	4	3	3
Mean	7.08	7.11	7.09

[Continued] What is your general impression of the children's services (TV programming and / or websites) from the following?
 Please give each a score on a scale of 1-10, where 1 means extremely unfavourable and 10 means extremely favourable.

All who have watched Milkshake
 Unweighted Sample

527	328	319
575	379	368
%	%	%

Milkshake on Five/ Fiver (formerly Five Life)

1 to 4	8	8	7
5 to 7	41	36	36
8 to 10	47	52	53
Don't know	4	4	4
Mean	7.20	7.33	7.35

All who have watched Playhouse Disney
 Unweighted Sample

385	249	242
451	301	293
%	%	%

Playhouse Disney

1 to 4	6	5	6
5 to 7	32	31	31
8 to 10	61	62	61
Don't know	2	2	2
Mean	7.78	7.79	7.78

All who have watched Disney
 Unweighted Sample

771	383	351
887	461	422
%	%	%

Disney

1 to 4	6	8	9
5 to 7	30	32	31
8 to 10	61	57	57
Don't know	3	3	3
Mean	7.67	7.52	7.52

All who have watched Nick JR
 Unweighted Sample

607	380	358
717	464	437
%	%	%

Nick Jr

1 to 4	8	8	8
5 to 7	38	37	37
8 to 10	52	52	52
Don't know	3	3	3
Mean	7.36	7.36	7.39

[Continued] What is your general impression of the children's services (TV programming and / or websites) from the following?
 Please give each a score on a scale of 1-10, where 1 means extremely unfavourable and 10 means extremely favourable.

All who have watched Nickelodeon
 Unweighted Sample

860	436	387
991	523	463
%	%	%

Nickelodeon

1 to 4	7	9	8
5 to 7	43	41	42
8 to 10	45	46	46
Don't know	5	4	4
Mean	7.20	7.11	7.14

All who have watched Boomerang
 Unweighted Sample

488	284	268
588	355	335
%	%	%

Boomerang

1 to 4	9	10	9
5 to 7	43	41	42
8 to 10	43	45	44
Don't know	5	5	5
Mean	7.12	7.18	7.18

All who have watched/ used one or more children's service
Unweighted Sample

2366	1003	905
2532	1148	1030
%	%	%

Thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it helps children to be aware of different types of people and other viewpoints?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Cbeebies
Unweighted Sample

1713	780	738
1831	884	835
%	%	%

Cbeebies

1 to 4	4	4	4
5 to 7	25	22	21
8 to 10	61	67	69
Don't know	9	7	7
Mean	7.91	8.09	8.14

All who have watched CBBC
Unweighted Sample

1656	726	653
1732	810	726
%	%	%

CBBC

1 to 4	4	3	3
5 to 7	31	30	29
8 to 10	53	58	60
Don't know	12	9	8
Mean	7.64	7.74	7.78

All who have watched CITV
Unweighted Sample

937	508	461
1006	576	520
%	%	%

CITV

1 to 4	8	9	9
5 to 7	39	38	39
8 to 10	41	43	43
Don't know	12	10	9
Mean	7.04	7.06	7.04

[Continued] Thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it helps children to be aware of different types of people and other viewpoints?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Milkshake
Unweighted Sample

527	328	319
575	379	368
%	%	%

Milkshake on Five/ Fiver (formerly Five Life)

1 to 4	8	8	8
5 to 7	42	38	38
8 to 10	39	41	42
Don't know	11	12	12
Mean	7.01	7.07	7.08

All who have watched Playhouse Disney
Unweighted Sample

385	249	242
451	301	293
%	%	%

Playhouse Disney

1 to 4	5	5	5
5 to 7	38	40	40
8 to 10	48	47	47
Don't know	8	7	7
Mean	7.46	7.39	7.38

All who have watched Disney
Unweighted Sample

771	383	351
887	461	422
%	%	%

Disney

1 to 4	9	10	10
5 to 7	37	37	37
8 to 10	45	45	45
Don't know	10	8	8
Mean	7.13	7.04	7.06

All who have watched Nick JR
Unweighted Sample

607	380	358
717	464	437
%	%	%

Nick Jr

1 to 4	8	8	7
5 to 7	42	43	43
8 to 10	41	41	41
Don't know	9	9	8
Mean	7.08	7.06	7.10

[Continued] Thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it helps children to be aware of different types of people and other viewpoints?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Nickelodeon		860	436	387
Unweighted Sample		991	523	463
		%	%	%
Nickelodeon	1 to 4	11	12	12
	5 to 7	40	40	42
	8 to 10	36	37	38
	Don't know	13	10	9
	Mean	6.80	6.73	6.75

All who have watched Boomerang		488	284	268
Unweighted Sample		588	355	335
		%	%	%
Boomerang	1 to 4	15	15	16
	5 to 7	42	40	40
	8 to 10	30	32	33
	Don't know	13	12	12
	Mean	6.51	6.61	6.61

Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think its programmes show different kinds of cultures and opinions from around the UK?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Cbeebies		1713	780	738
Unweighted Sample		1831	884	835
		%	%	%
Cbeebies	1 to 4	4	4	4
	5 to 7	28	24	24
	8 to 10	55	64	65
	Don't know	12	8	8
	Mean	7.78	8.04	8.09

All who have watched CBBC		1656	726	653
Unweighted Sample		1732	810	726
		%	%	%
CBBC	1 to 4	4	3	3
	5 to 7	31	30	31
	8 to 10	51	56	56
	Don't know	15	11	10
	Mean	7.59	7.74	7.76

[Continued] Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think its programmes show different kinds of cultures and opinions from around the UK?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched CITV
Unweighted Sample

	937	508	461
	1006	576	520
	%	%	%

CITV

1 to 4	8	9	9
5 to 7	39	39	40
8 to 10	39	40	40
Don't know	14	12	11
Mean	7.01	6.99	6.97

All who have watched Milkshake
Unweighted Sample

	527	328	319
	575	379	368
	%	%	%

Milkshake on Five/ Fiver (formerly Five Life)

1 to 4	9	10	10
5 to 7	42	41	42
8 to 10	33	34	34
Don't know	17	15	15
Mean	6.83	6.80	6.80

All who have watched Playhouse Disney
Unweighted Sample

	385	249	242
	451	301	293
	%	%	%

Playhouse Disney

1 to 4	12	14	15
5 to 7	39	39	38
8 to 10	36	34	35
Don't know	13	12	12
Mean	6.72	6.57	6.56

All who have watched Disney
Unweighted Sample

	771	383	351
	887	461	422
	%	%	%

Disney

1 to 4	18	20	21
5 to 7	35	35	34
8 to 10	33	32	32
Don't know	14	13	13
Mean	6.36	6.20	6.23

[Continued] Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think its programmes show different kinds of cultures and opinions from around the UK?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Nick JR		607	380	358
Unweighted Sample		717	464	437
		%	%	%
Nick Jr	1 to 4	17	19	19
	5 to 7	38	36	36
	8 to 10	32	33	34
	Don't know	13	12	12
	Mean	6.45	6.37	6.39
All who have watched Nickelodeon		860	436	387
Unweighted Sample		991	523	463
		%	%	%
Nickelodeon	1 to 4	20	21	22
	5 to 7	35	35	35
	8 to 10	28	29	31
	Don't know	17	14	13
	Mean	6.08	5.97	6.02
All who have watched Boomerang		488	284	268
Unweighted Sample		588	355	335
		%	%	%
Boomerang	1 to 4	21	21	22
	5 to 7	35	36	36
	8 to 10	25	26	26
	Don't know	18	17	17
	Mean	5.99	5.98	5.97

Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of whether it is a brand you would trust children with?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Cbeebies
Unweighted Sample

1713	780	738
1831	884	835
%	%	%

Cbeebies

1 to 4	3		3		3
5 to 7	16		12		12
8 to 10	78		83		84
Don't know	4		2		2
Mean	8.59		8.75		8.81

All who have watched CBBC
Unweighted Sample

1656	726	653
1732	810	726
%	%	%

CBBC

1 to 4	3		3		3
5 to 7	20		17		16
8 to 10	72		77		78
Don't know	5		3		3
Mean	8.31		8.49		8.53

All who have watched CITV
Unweighted Sample

937	508	461
1006	576	520
%	%	%

CITV

1 to 4	6		8		8
5 to 7	30		29		28
8 to 10	58		60		61
Don't know	6		4		3
Mean	7.71		7.73		7.73

[Continued] Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of whether it is a brand you would trust children with?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Milkshake
Unweighted Sample

527	328	319
575	379	368
%	%	%

Milkshake on Five/ Fiver (formerly Five Life)

1 to 4	7	7	7
5 to 7	33	31	31
8 to 10	56	58	58
Don't know	5	5	5
Mean	7.65	7.68	7.70

All who have watched Playhouse Disney
Unweighted Sample

385	249	242
451	301	293
%	%	%

Playhouse Disney

1 to 4	3	4	4
5 to 7	21	22	22
8 to 10	71	71	70
Don't know	4	4	4
Mean	8.23	8.20	8.18

All who have watched Disney
Unweighted Sample

771	383	351
887	461	422
%	%	%

Disney

1 to 4	6	7	7
5 to 7	24	25	25
8 to 10	65	65	64
Don't know	5	4	4
Mean	8.00	7.91	7.90

All who have watched Nick JR
Unweighted Sample

607	380	358
717	464	437
%	%	%

Nick Jr

1 to 4	7	8	7
5 to 7	31	31	31
8 to 10	57	57	58
Don't know	5	4	4
Mean	7.65	7.66	7.70

[Continued] Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of whether it is a brand you would trust children with?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Nickelodeon
Unweighted Sample

860	436	387
991	523	463
%	%	%

Nickelodeon

1 to 4	8	10	10
5 to 7	35	33	34
8 to 10	50	52	52
Don't know	7	5	5
Mean	7.35	7.33	7.35

All who have watched Boomerang
Unweighted Sample

488	284	268
588	355	335
%	%	%

Boomerang

1 to 4	9	10	10
5 to 7	32	30	30
8 to 10	51	53	52
Don't know	8	7	7
Mean	7.42	7.49	7.45

Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it helps children to learn?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Cbeebies
Unweighted Sample

1713	780	738
1831	884	835
%	%	%

Cbeebies

1 to 4	4	4	4
5 to 7	20	16	16
8 to 10	71	77	78
Don't know	6	3	3
Mean	8.21	8.42	8.46

All who have watched CBBC
Unweighted Sample

1656	726	653
1732	810	726
%	%	%

CBBC

1 to 4	5	5	5
5 to 7	28	28	28
8 to 10	58	61	62
Don't know	9	6	5
Mean	7.75	7.84	7.88

[Continued] Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it helps children to learn?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched CITV
Unweighted Sample

937	508	461
1006	576	520
%	%	%

CITV	1 to 4	10	11	11
	5 to 7	36	35	36
	8 to 10	45	46	46
	Don't know	10	8	7
	Mean	7.14	7.06	7.05

All who have watched Milkshake
Unweighted Sample

527	328	319
575	379	368
%	%	%

Milkshake on Five/ Fiver (formerly Five Life)	1 to 4	8	9	9
	5 to 7	43	41	42
	8 to 10	41	41	42
	Don't know	8	9	8
	Mean	7.02	6.99	7.01

All who have watched Playhouse Disney
Unweighted Sample

385	249	242
451	301	293
%	%	%

Playhouse Disney	1 to 4	7	8	9
	5 to 7	34	34	34
	8 to 10	55	51	52
	Don't know	5	6	6
	Mean	7.55	7.43	7.43

All who have watched Disney
Unweighted Sample

771	383	351
887	461	422
%	%	%

Disney	1 to 4	12	14	15
	5 to 7	40	41	41
	8 to 10	41	39	40
	Don't know	8	6	5
	Mean	6.86	6.68	6.68

[Continued] Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it helps children to learn?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Nick JR
Unweighted Sample

607	380	358
717	464	437
%	%	%

Nick Jr

1 to 4	13	15	14
5 to 7	39	38	39
8 to 10	42	40	41
Don't know	7	6	6
Mean	6.86	6.72	6.80

All who have watched Nickelodeon
Unweighted Sample

860	436	387
991	523	463
%	%	%

Nickelodeon

1 to 4	19	22	21
5 to 7	39	40	41
8 to 10	32	31	32
Don't know	10	7	6
Mean	6.27	6.14	6.19

All who have watched Boomerang
Unweighted Sample

488	284	268
588	355	335
%	%	%

Boomerang

1 to 4	23	26	25
5 to 7	39	39	40
8 to 10	29	28	28
Don't know	9	7	7
Mean	6.08	5.92	5.90

Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it provides high standards of quality?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Cbeebies		1713	780	738
Unweighted Sample		1831	884	835
		%	%	%
Cbeebies	1 to 4	4	3	3
	5 to 7	21	17	17
	8 to 10	71	78	79
	Don't know	4	2	2
	Mean	8.18	8.38	8.43

All who have watched CBBC		1656	726	653
Unweighted Sample		1732	810	726
		%	%	%
CBBC	1 to 4	5	4	4
	5 to 7	25	22	22
	8 to 10	64	70	71
	Don't know	6	3	3
	Mean	7.87	8.07	8.10

All who have watched CITV		937	508	461
Unweighted Sample		1006	576	520
		%	%	%
CITV	1 to 4	9	10	10
	5 to 7	34	32	33
	8 to 10	51	53	53
	Don't know	6	5	4
	Mean	7.29	7.32	7.30

All who have watched Milkshake		527	328	319
Unweighted Sample		575	379	368
		%	%	%
Milkshake on Five/ Fiver (formerly Five Life)	1 to 4	9	9	9
	5 to 7	40	38	38
	8 to 10	46	47	48
	Don't know	6	6	6
	Mean	7.21	7.22	7.24

[Continued] Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it provides high standards of quality?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Playhouse Disney
Unweighted Sample

385	249	242
451	301	293
%	%	%

Playhouse Disney

1 to 4	4	4	4
5 to 7	24	26	27
8 to 10	67	66	66
Don't know	4	4	4
Mean	8.03	8.03	8.02

All who have watched Disney
Unweighted Sample

771	383	351
887	461	422
%	%	%

Disney

1 to 4	7	8	8
5 to 7	28	27	27
8 to 10	60	59	60
Don't know	5	6	6
Mean	7.75	7.65	7.66

All who have watched Nick JR
Unweighted Sample

607	380	358
717	464	437
%	%	%

Nick Jr

1 to 4	8	9	8
5 to 7	38	37	37
8 to 10	49	49	49
Don't know	6	6	5
Mean	7.31	7.30	7.34

[Continued] Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it provides high standards of quality?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Nickelodeon
Unweighted Sample

860	436	387
991	523	463
%	%	%

Nickelodeon

1 to 4	11	13	12
5 to 7	38	38	39
8 to 10	43	42	43
Don't know	8	7	6
Mean	6.96	6.89	6.94

All who have watched Boomerang
Unweighted Sample

488	284	268
588	355	335
%	%	%

Boomerang

1 to 4	13	15	15
5 to 7	39	38	40
8 to 10	40	40	39
Don't know	8	7	7
Mean	6.81	6.81	6.77

Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it provides a good range of programmes and content for children?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Cbeebies
Unweighted Sample

Cbeebies

	1713	780	738
	1831	884	835
	%	%	%
1 to 4	4	3	3
5 to 7	24	22	22
8 to 10	66	72	73
Don't know	6	3	3
Mean	8.03	8.26	8.30

All who have watched CBBC
Unweighted Sample

CBBC

	1656	726	653
	1732	810	726
	%	%	%
1 to 4	5	5	5
5 to 7	28	25	25
8 to 10	58	65	65
Don't know	8	5	5
Mean	7.77	7.94	7.98

All who have watched CITV
Unweighted Sample

CITV

	937	508	461
	1006	576	520
	%	%	%
1 to 4	9	10	11
5 to 7	36	34	34
8 to 10	48	50	50
Don't know	8	6	6
Mean	7.27	7.29	7.30

[Continued] Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it provides a good range of programmes and content for children?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Milkshake
Unweighted Sample

527	328	319
575	379	368
%	%	%

Milkshake on Five/ Fiver (formerly Five Life)

1 to 4	10	9	9
5 to 7	38	38	38
8 to 10	46	46	47
Don't know	7	7	6
Mean	7.26	7.32	7.34

All who have watched Playhouse Disney
Unweighted Sample

385	249	242
451	301	293
%	%	%

Playhouse Disney

1 to 4	7	7	7
5 to 7	30	32	32
8 to 10	57	56	56
Don't know	6	5	5
Mean	7.72	7.64	7.64

All who have watched Disney
Unweighted Sample

771	383	351
887	461	422
%	%	%

Disney

1 to 4	10	11	11
5 to 7	32	32	32
8 to 10	52	51	51
Don't know	6	6	6
Mean	7.46	7.35	7.36

All who have watched Nick JR
Unweighted Sample

607	380	358
717	464	437
%	%	%

Nick Jr

1 to 4	9	10	9
5 to 7	34	33	33
8 to 10	52	53	53
Don't know	6	5	4
Mean	7.35	7.34	7.37

[Continued] Now, thinking about the TV programming provided for children on each of these services, please rate each in terms of how well you think it provides a good range of programmes and content for children?

Please rate on a scale of 1 to 10 where 1 means very poor and 10 means very good.

All who have watched Nickelodeon
Unweighted Sample

860	436	387
991	523	463
%	%	%

Nickelodeon

1 to 4	13	14	14
5 to 7	36	37	37
8 to 10	44	43	43
Don't know	8	7	6
Mean	6.97	6.89	6.91

All who have watched Boomerang
Unweighted Sample

488	284	268
588	355	335
%	%	%

Boomerang

1 to 4	15	16	15
5 to 7	33	33	34
8 to 10	43	43	42
Don't know	9	8	8
Mean	6.87	6.83	6.81

5097	1138	981
5097	1267	1088
%	%	%

Please tell us are you the parent of any children in the following age groups? [Please tick all that apply]

I do not have any children	40	0	0
Up to 1 year of age	3	13	15
1 year of age	2	9	10
2 years of age	3	12	14
3 years of age	3	12	14
4 years of age	2	11	13
5 years of age	2	10	12
6 years of age	2	10	12
7 years of age	2	10	12
8 years of age	2	8	10
9 years of age	3	12	14
10 years of age	3	11	13
11 years of age	2	11	13
12 years of age	2	11	13
13 to 15 years of age	6	28	16
16 to 17 years of age	5	11	7
18 or older	37	11	8
Prefer not to say	2	0	0